

1940 VACATION » Guide «



Published
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Calgary
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**CALGARY
HERALD**
TRAVEL BUREAU



Via the
**Banff
Windermere
Highway**

Sample Round Trip Excursion Fare from
CALGARY or LETHBRIDGE to

VANCOUVER _____
or VICTORIA _____
or SEATTLE _____ **\$25.50**

On Sale Daily to September 15th, 1940.
Return portion of tickets routed via the Banff-
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Enquire about the Jasper-Banff Circle
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Examples of Low Round Trip Summer Excursion Fares

EAST
from CALGARY to

* TORONTO	\$56.95
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• On Sale Daily. Return Limit 6 Months.

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from CALGARY to

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BANFF	\$3.35
NELSON	\$11.20
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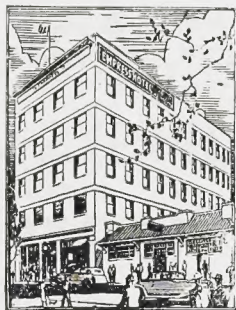
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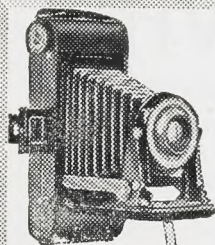
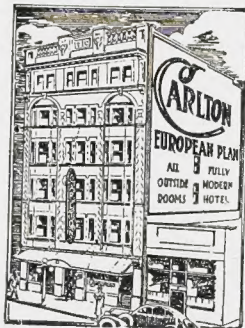
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to the fullest extent
you must have suitable
clothes.

If you're coming to
Calgary why not pick
up a Dainty Dress, a
Smart Suit or Coat to
take home?

If your home is in Cal-
gary let us help you to
select garments suit-
able to the type of
vacation on which you
are going.

Remember

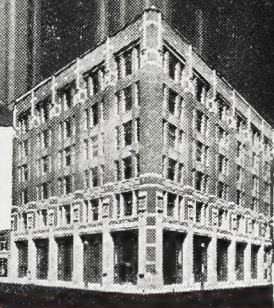
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woman always shops
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301 Eighth Avenue West, Calgary, Alta.



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•
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FREE SERVICES for Vacationists and Tourists, and for Resort Advertisers

Five years ago . . . recognizing the need of up-to-date and reliable information by travel-minded readers . . . this newspaper formed the Herald Travel Bureau. Maps, information and literature were gathered for distribution to enquirers. It was not foreseen at that time that widespread interest in northwest resorts would extend those services to the point where tourists and prospective tourists from all over the continent would seek information from the bureau. Started as a local service the Bureau has become an important factor in promoting tourist business to the resorts and cities mentioned in this booklet. Published annually by the Herald Travel Bureau, this "Vacation Guide" has become a much sought aid in holiday planning. These services are maintained entirely at the expense of the Calgary Herald.

Call In .. Phone .. or Write

for folders, information, or maps before starting your vacation this year. The Bureau is in the Herald main office at Seventh Avenue and First Street West, Calgary . . . and the phone number is M89. We will be pleased to serve you.



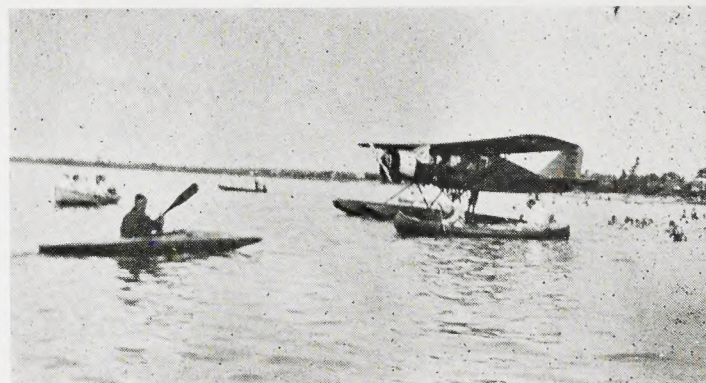
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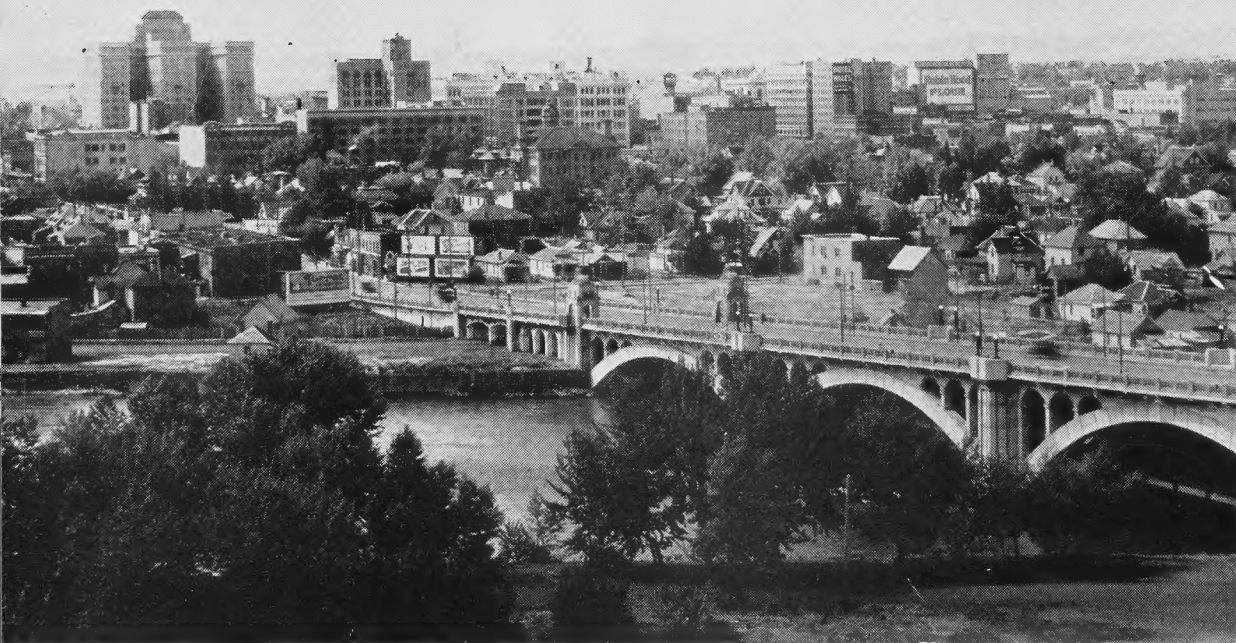
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The Front cover illustration is taken at The Narrows, Maligne Lake, Jasper National Park, Alberta—by Canadian Travel Bureau.



Top photo by F. Gully, Calgary, is of Dugh Chief, Head Chief of the Blackfeet. Centre photo is by J. Whistlecroft, Calgary, of Aspen Beach, Gull Lake. The bottom photo by G. Ransome, shows a Mounted Police dog sled at Fort Chipewyan, N.W.T. Thousands of fish are drying on racks for dog food.





CALGARY

Looking at Calgary's Business Centre from the North Side of the Bow River over Centre Street Bridge. Beyond is the dim rampart of the Rockies.

This charming and progressive "City of the Foothills" is picturesquely situated in a valley at the confluence of the Bow and Elbow rivers. Perhaps no city of its size on the continent possesses so many natural and man-made attractions and advantages. Foremost amongst these, is the healthful and bracing climate. At an altitude of 3,439 feet, it is the loftiest city of the prairies, and enjoys an average of 280 sunny days throughout the year.

Calgary is a modern city of homes, excellent stores, hotels and office buildings. It is the commercial and tourist centre of Alberta.

Fifty miles to the westward is the great eastern barrier of the Canadian Rocky Mountains, and Calgary is the natural gateway to the National Parks of Banff, Yoho, Kootenay, Waterton Lakes and other world-famous tourist attractions. Within the boundaries of Alberta lie more than 60% of the total National Park area of the Dominion of Canada.

The surrounding farming and ranching country holds much of interest to tourists and sportsmen. Sight-seeing, fishing and shooting are afforded in infinite variety and may be enjoyed conveniently and inexpensively.

A number of well laid out golf courses, amusement parks and other holiday facilities are available to suit every taste.

The 400-acre Inglewood Bird Sanctuary at Calgary ranks among the most spectacular bird life retreats in America.

Within forty miles of Calgary is the Turner Valley Oilfield, which produces about 98% of Canada's total oil supply. It is one of the most important oil producing areas in the British Empire.

A visit to Calgary offers abundant opportunity to everyone seeking new scenes, sport and healthful recreation.

CALGARY

The photo on this page shows Calgary and Centre Street Bridge from the North Hill.

—By W. J. Oliver

St. George's Island, in

East Calgary, where the Elbow River flows into the Bow River, is of interest to visitors. Although much of the island is heavily wooded, it also contains carefully kept lawns and beautiful flower beds, recreation grounds, softball diamonds, paddling pools for children and children's play equipment.

The "Zoo" on St. George's Island is

maintained at considerable expense and is free to the public.

Native animals, lions, monkeys, brilliantly plumed birds from all over the world are on view.

Here may be seen the famous, life-sized, sculptured replicas of Dinosaurs which roamed the Red Deer Valley Bad Lands, 88 miles from Calgary, millions of years ago.

Bowness Park
—8 miles
from Calgary,
reached by
Municipal
Electric
Railway—
Amusement park,
boating,
canoeing,
swimming,
dancing,
picnicking,
children's
recreation
grounds and
equipment.
Has
orthophonic
music over
the water
in the evening
and a
beautifully
lighted colored
fountain.

Indian village
scene during
Stampede Week
in Calgary.
—Courtesy Calgary
Exhibition and
Stampede Limited.
—Photo of the
bronk rider,
Herman Linder,
was taken by W. J.
Oliver, Calgary.

Turner Valley
famous oilfield
is 45 miles from
Calgary by car.

Calgary has 12
theatres.

Churches of
every denomination
conduct services
in the city.
Calgary is a
compact city
of over 85,000
population.

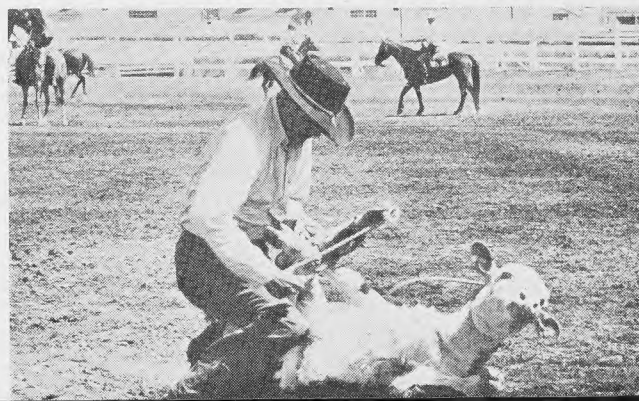
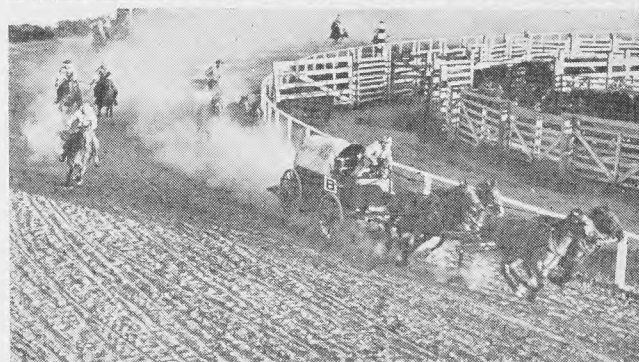
The Calgary Stampede Is World's Biggest Rodeo

For one hectic week (usually the second in July) Calgary reverts joyously to its cow-town days, log fronts and hitching rails return to the thoroughfares, and the streets are gay with colored shirts, gaudy handkerchiefs and five-gallon hats.

The greatest show of its kind in the world, the Calgary Stampede attracts competitors from all over the continent. This western show provides a real thrill for the visitor. The 1940 Stampede will take place from July 8th to 13th. Bronk riding, steer riding, steer decorating, calf roping, chuck wagon racing are only a few of the feature events that go to make this one of the most exciting and spectacular shows on the continent. The feathered head dresses and beaded buckskins of Indians from the Sarcee, Stoney and Blackfoot reserves add color to an already colorful spectacle. Camping right on the stampede grounds, their painted tipis attract much attention from visitors.

In the Tourists' Path

Adjacent to Calgary are some four thousand square miles of mountain territory reserved by the Dominion of Canada as national parks, vast conservatories of beauty, unspoiled, primitive, where mighty mountains touch iridescent peaks to the sky, dipping their shaggy sides in tumbling streams and lakes that reflect a thousand hues of startling brilliance. These great reserves, including the Banff, Kootenay, Yoho National Parks to the west of Calgary, Waterton Lakes Park to the South, and Jasper Park in the north, are a source of endless delight to visitors. Every turn of the splendid roads that thread these sanctuaries of nature unfolds new scenes of indescribable grandeur. Wild life may be observed where it dwells serene and undisturbed in its natural haunts. The new "all Canadian" route to the coast and the new tourist highway from Lake Louise to Jasper will add new thousands to the number of visitors who will include Calgary in their vacation travels.





Cochrane, the first town on the way to the Rockies, is 22 miles from Calgary.

The Ghost Dam, holding back thousands of tons of water, is 35 miles from Calgary. It is part of the Calgary Power system.

Catch at Maligne Lake, Jasper Park. —Photo courtesy Canadian Travel Bureau.

Resorts in the Canadian Rockies

The picturesque resorts and camps of the mountain parks provide excellent facilities for the pleasure, comfort and convenience of guests and tourists. Sports and pastimes in infinite variety appeal to a new energy and vitality born of the tonic mountain air. Car licenses from every province in the Dominion and from every state of the United States are to be found during the summer season in the mountain resorts.

Several of these resorts enjoy a fame and popularity that extends beyond this continent. Scenic photographs taken in the Canadian Rockies are to be found in publications far afield with increasing frequency. Color photography, home movies and photos of mountain sports have carried to the homes of the tourists the wonder of this vast vacation playground. Nowhere else in the world offers greater possibilities for the camera enthusiast than the "Canadian Rockies."

Resort accommodation varies from the most luxurious hotels with golf courses, maintained at great expense, and comparable to any in the world, to the cosy Alpine camps and cabin camps for those who prefer a more active holiday. Pack outfits and guides are available to the vacationist who wishes to reach the mountain lakes that are off the travelled paths. Motor camps may be found at easy travelling distances all along the route.

The mountain area of Alberta and British Columbia contains many parks of great size. Each one is popular and has many thousands of summer visitors. Banff National Park is probably the most widely known, although Jasper, Yoho, Waterton, Revelstoke and the Canadian Glacier Parks are well-established fields for vacationists.

The Jasper-Banff Highway, which is being opened for the first time this year, will unveil a new scenic paradise to the tourist. It will officially be opened July 1st. Of equal or greater importance to the vacationist is the opening of the "Big Bend" Highway in the Trans-Canada motor route June 30.

1940 will probably see more holidays spent in the mountains than for many years.

The memorial to Rev. John McDougall, pioneer missionary, may be seen from the road at Morley Indian Reserve—some few miles past the Dam.

The road to Lake Minnewanka turns off to the right, some few miles before Banff is reached. Here are caught the large lake trout, many weighing upwards from 20 lbs.

The Government Information Bureau in Banff is open every day from May 15 to Sept. 15.

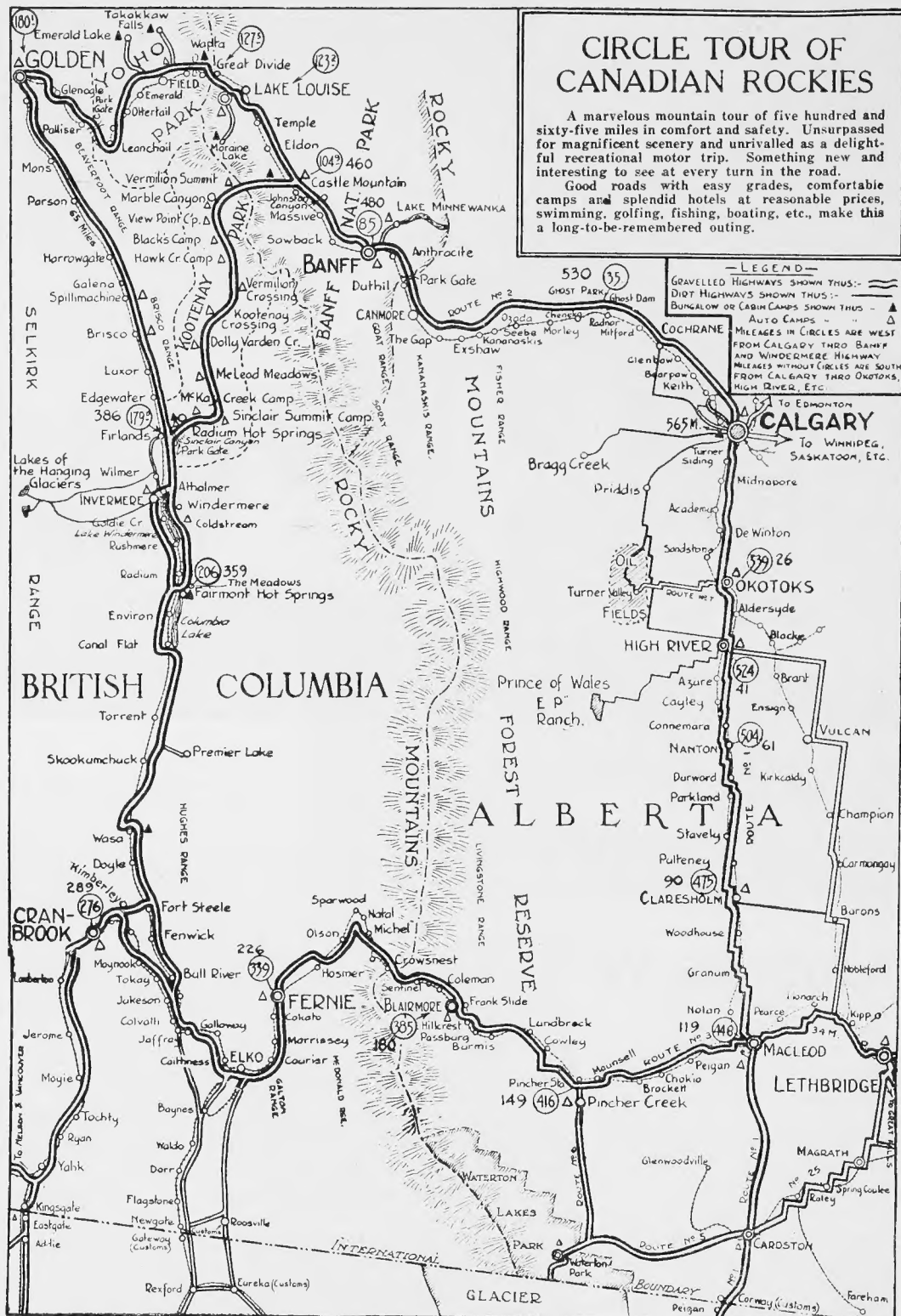
The round-tour possibilities shown in this map offer varied and delightful short trips of rare scenic beauty.

The map indicates the "Circle Tour" from Calgary via Banff through British Columbia and Southern Alberta.

The roads are clearly marked with safe driving aids. For the greater part the roads are in good or excellent condition with long stretches of new highways.

Parts of this tour may be linked with the new Jasper Highway or the Big Bend route to the coast.

For more extended trips refer to the larger map appearing on the centre pages of this Guide Book.





BANFF

Banff is situated on the Bow River, 85 miles from Calgary, in the Banff National Park

Stoney Indian Encampment, Banff Indian Days, in July.
Photo by F. Gully, Calgary.

Just before entering Banff herds of buffalo, elk, wild sheep, are to be seen on the right-hand side of the road, in large fenced enclosures.

BANFF

The following is a list of interesting places that may be reached by motor

from Banff Avenue and the approximate distances:

Government Bathhouse; Cave and Basin, 1 mile.
Upper Hot Springs, 2.3 miles.
Sundance Canyon, 2.5 miles.
Around Tunnel Mountain and return, 4.5 miles.
Anthracite, 5 miles.
Golf links, Loop and return, 8 miles.
Johnston Canyon, 16 miles.
Yoho Valley and Takakkaw Falls, 63 miles.
Emerald Lake, 65 miles.
Moraine Lake, 49 miles.
Vermilion Summit, 30.1 miles.
Marble Canyon, 35.5 miles.
Vermilion Crossing, 50.1 miles.
Lake Minnewanka, 8 miles.

BANFF

Banff is acknowledged one of the beauty spots in the world, and enjoys international fame as a resort. Early settled in frontier days, Banff has an interesting background of historical interest.

A beautiful little town cradled in the Rockies, Banff has a permanent population of about 2,500, which is greatly increased during the Summer season. Owing to the fact that it is a Government townsite, it has many advantages not usually found in a town of its size—broad streets, well lighted and maintained at a high standard, and services equal to those obtainable in many cities.

Its world-wide popularity as a health and holiday resort is founded not only on the natural advantages of scenery and climate that it enjoys, but also on the comfort, pleasure and the host of attractions that the intelligent development of these resources has prepared for the visitor.

The altitude of Banff is 4,537 feet. The climate is dry and equable, free from winds, and adapted to all forms of outdoor diversions.

Facilities are afforded for all kinds of sports and amusements, including swimming, bath-

ing, tennis, boating, canoeing, golf, riding, mountain climbing, hiking, and trap-shooting. The golf course, situated by the Bow River, at the foot of Mount Rundle, has one of the finest and sportiest settings on the continent. Good fishing may be had in many of the lakes and streams. Among the species caught are Dolly Varden, Nipigon and Cut-throat trout and grayling.

Boating and canoeing may be enjoyed on the Bow River, while the numerous trails in the vicinity of Banff give admirable scope to the hiker, climber and trail rider. Guides, ponies, saddle horses, tents and all trail equipment may be hired.

Interesting exhibits of the fauna, flora and geology of the park may be seen at the Government Museum, as well as an attractive collection of native Indian handiwork. Magnificent specimens of buffalo, elk, wild sheep and goat may be seen at the Animal Paddocks, about two miles east of town.

The top photo of Twin Falls, and the Middle Photo, of Vermilion Lakes, are by Charles Wishart, Calgary.

The Bottom Photo, of Moraine Lake, is by George Noble, Banff.

Long famous as a summer resort, Banff now assumes a new importance with the increasing popularity of skiing. "Snow trains" and specially chartered buses run regularly to Banff during the winter months from Calgary.

The Dominion Government Hatchery supplies try for re-stocking National Park lakes and streams. It is in Banff and open to the public.

Banff National Park is oldest of the national reservations. It has an area of 2,585 square miles.

Most of surrounding peaks rise more than a mile from the floor of the valley.

Famous for "Hotsprings"

Outstanding among these attractions are the famous Hot Sulphur Springs, radio-active waters bubbling from the rock, that have gained a world-wide reputation by reason of their curative properties. Two attractive swimming pools and bath houses offer splendid facilities for bathing and "taking the waters." Charges at the pools, which are operated by the Dominion government, are very reasonable.

The pool at Upper Hot Springs, high on the side of Sulphur Mountain, contains water at a temperature of 112 deg. F. Bathers obtain a wonderful view of mountain and valley from this vantage point.

At the Cave and Basin Pool, one mile southwest of the Bow Bridge, are two pools. The water in the smaller pool is maintained at a temperature of 92 deg. F., the larger (150 feet by 35 feet) at 78 deg. F.

The Cave itself is an interesting phenomenon, created by the action of a subterranean hot spring. The rock has been worn away into the form of a gigantic vase. The spring bubbles up to form a pool or basin on the floor of the Cave. Visitors are admitted free to view this freak of nature.



Winter Sports

Banff is rapidly coming into its own as a year-round resort, as its excellent facilities for winter sports are developed.

Skiing at Banff has attracted enthusiasts from both Europe and America, because of the terrain and ideal snow conditions. The annual Banff winter carnival and the Dominion ski meet provided a colorful climax to the winter sports last winter.



Field

The Great Divide, between Lake Louise and Field, marks the highest point in the Kicking Horse Pass (5,339 feet) and the boundary between Alberta and British Columbia. The famous Spiral Tunnel, which has solved for the railroad the abrupt descent on the west to the Kicking Horse Valley, may be seen from the highway.

The panoramas afforded in the drive to Field are superb, with the blue gorge of the Yoho Valley opening away to the north. The road, now in the Yoho Park, drops to the mountain-shadowed town of Field.



Wapta Falls

From Field the road follows a leafy trail on the north side of the Kicking Horse River to Leancoil. Two and a half miles from the main highway are the Wapta Falls. From Leancoil the road climbs the wooded side hills of Mount Hunter to the park gateway. This district is famous for its good hunting and the excellent opportunities it offers to the fisherman.



Lake Louise

Lake Louise is one of Nature's most delightful pictures. Generally as tranquil as a mirror, its limpid waters repeat the symphony of encircling peaks and gleaming glacier. As a glorious composition of light and shadow, the picture of Lake Louise is widely known.

Motoring, riding, swimming, boating, tennis and fishing are some of the recreations for which Lake Louise offers splendid facilities. Here is the Southern Gateway to Columbia Icefields. Here also commences the new Jasper Highway and the branching off of the two Circle Tours.

The adjacent Skoki Valley, which has in recent years attracted skiers of international reputation, is rapidly establishing this region as an Alpine centre and popular winter resort.

LAKE LOUISE

is 38 miles
from Banff
and 123 miles
from Calgary.

FIELD

is 16 miles
from Lake Louise
and 139 miles
from Calgary.

Many trips
of beauty and
interest start
from Field.

Natural Bridge,
2 miles.

Emerald Lake,
7 miles.

Takkakaw Falls,
11 miles.

Ottertail,
6 miles.

Leancoil,
21 miles.

Golden,
38 miles.

The Canadian
Travel Bureau
Photo shows a
Swiss Guide
climbing with
hand and toe
holds.

The Photo
of Lake Louise
and the bottom
Photo of Mount
Temple
are by
George Noble,
Banff.

In the valley
formed by the
two mountains
may be seen
the glacier that
feeds the lake.

WAPTA FALLS

is 17 miles
from Field
and 156 miles
from Calgary.

GOLDEN
is 41 miles
from Field
and 180 miles
from Calgary.

•
Kootenay Park
was established
as a national
reservation,
primarily to
preserve as a
national
heritage the
beauty of the
landscape
along the route
of the
Banff-Windermere
Highway,
the first motor
road across the
central
Canadian Rockies.

•
An area
extending about
5 miles on
each side of
the roadway for
about 60 miles
from
Vermilion Pass
south was set
aside for park
purposes.

•
**RADIUM
HOT SPRINGS**

is 67 miles
from Golden
and 247 miles
from Calgary.

•
Radium Hot
Springs may be
reached from
Calgary in
179 miles
by taking the
Banff-Windermere
Highway—
See map on
Page 9.

•
The photo of
Sinclair Canyon
is by
Byron Harmon,
Banff.

•
Sinclair Canyon,
the magnificent
western portal to
the **Rocky Mountain**
Parks, is a
deep gash cut
through the reddish
rocks, with
Sinclair Creek
rushing through
beside the road.

Golden

The last fifteen miles or so of the road through the Kicking Horse canyon provide one of the most thrilling parts of the tour. The road gradually rises until at mile 26 the highway reaches about 600 feet above the floor of the valley. The unsurpassed grandeur of the scenes afforded along this highway will be long remembered by the tourist. Soon the gap is seen by which the Kicking Horse River emerges from the Rockies to join the Columbia, and the little town of Golden appears in the valley below. Here the last link of the Trans-Canada Highway to be completed joins the Banff-Windermere Highway and Golden assumes a new importance.

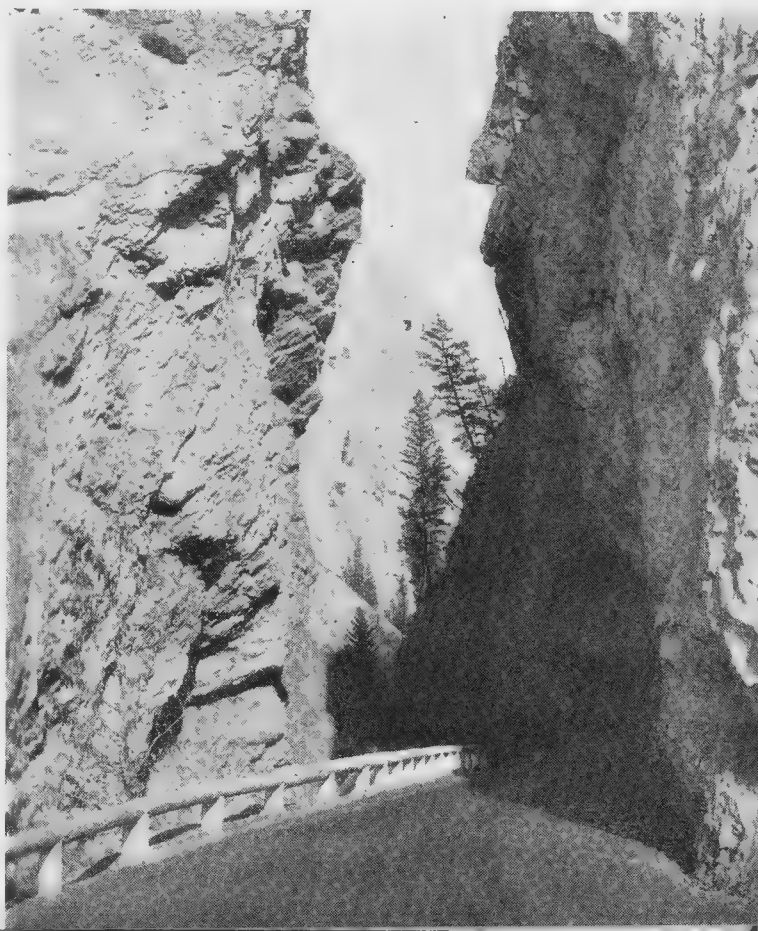
Radium

The Columbia River road joins the Banff-Windermere highway about two miles west of Radium Hot Springs. The winding road passes the overhanging crags of Sinclair Canyon to reach the well-known spa. The government swimming pool and bath house is situated just inside the Western Gateway of Kootenay Park. The waters are high in actual radium content and radio-activity units and are admitted to have singular therapeutic values. The temperature of the main spring, where it issues from the rocks, is about 114 degrees Fahrenheit, although the water of the pool is about 14 degrees lower. The resort is a convenient base for innumerable trips to places of interest and beauty both in the parks and in the Windermere Valley. Vacationists who appreciate a restful holiday in one of Nature's grandest settings, will tarry longer to enjoy the attractions of this beautiful resort.

"All-Canadian" Route

The long-expected completion of the Big Bend Highway from Golden to Revelstoke has now been accomplished, and after July 1st will open a new scenic route through the Columbia Valley for tourists. These last few miles at the "Big Bend" were most costly to construct and progress was slow. For long there has been but a few miles separating the mountain highways. The interior of British Columbia, the Okanagan, the historic Cariboo Gold Trail and the coast are now nearer and more convenient to the touring motorists from east of the Rockies.

Improvements to provincial highways in Alberta and British Columbia leading to the mountain parks and to the charming valleys of the Kootenay and the Okanagan will be welcomed this year by visitors anxious to view these scenic wonderlands.





Windermere Highway

At the junction, about 20 miles from Banff, the Banff-Windermere road branches south from the Lake Louise Highway and climbs by easy and sweeping curves to the Vermilion Pass and Summit (5,660 feet), giving wonderful views of Castle Mountain and Mt. Ball. Crossing the Divide and entering Kootenay National Park the road passes Marble Canyon and continues on through impressive mountain scenery, offering in turn prospects of Numa Valley, Mt. Verendrye at pleasant Vermilion Crossing and Mt. Assiniboine. Passing the Simpson monument the road leads past Macleod Meadows and starts a long climb to Sinclair Summit. From here there is a gradual descent through a spectacular rock-walled canyon to Radium Hot Springs.



Invermere

An excellent road leads from Radium back to the junction and south with the Columbia River again to where it flows out of beautiful Windermere Lake. Across the Columbia River and at the head of the lake is the picturesque town of Invermere. The scenery has been compared by many Old Country visitors to that of the English Lake district. The lake provides warm water bathing, boating and fishing, and there are excellent facilities for the enjoyment of golf, tennis and dancing.

Windermere

Following the highway from Radium along the East side of Windermere Lake brings the tourist to the pretty little town of Windermere. Bathing, boating and fishing may be enjoyed in the lake while the country which rises behind to the Rockies offers plenty of scope for fishing or hunting expeditions or for interesting hikes.

Fairmont

Situated on the main road at the north end of Columbia Lake. This pleasant resort affords a magnificent view of the valley and the lofty Rockies to the east. Fairmont is also endowed with natural hot springs, supplying water to an open swimming pool at a temperature of 90 degrees Fahrenheit and hot baths up to 116 degrees F. Fairmont offers a convenient base for trips through the parks.

INVERMERE

is 10 miles from Radium Hot Springs, on the road through Athalmer at the head of Lake Windermere.

The Columbia River flows northward from Windermere Lake beside the town of Athalmer.

On the road on the east side of Lake Windermere is the town of Windermere—12 miles from Radium Hot Springs.

FAIRMONT HOT SPRINGS

is 27 miles from Radium Hot Springs and 206 miles from Calgary—272 via Golden.

The trip from Banff to Lake Louise and Golden and back by Radium and the Banff-Windermere Highway is often called the Lariat Trail

The upper photo shows Lake Windermere—courtesy W. H. Cleland. The lower one is of the Columbia Valley.—Photo by Dept. of Interior

Resorts, Accommodation And Entertainment

With only one or two exceptions the premises of these firms have been personally visited by a representative of the Calgary Herald. The accommodations and services they offer are recommended to you by the Herald Travel Bureau.

The canoeing photo was taken in the Canadian Rockies near Banff, Alberta.—Supplied by Canadian Travel Bureau.



CALGARY—

- **THE HUDSON'S BAY COMPANY STORE** is at First Street West, on Eighth Avenue . . . complete department store . . . maintains large coffee shop and has parking lot. (See back page.)
- **HOLLINSWORTH & CO. LTD.**—On Eighth Ave. and Second St. West . . . exclusive Ladies' and Misses' Wear . . . lingerie and hosiery . . . distinctive and exclusive styles . . . moderate prices.
- **YORK HOTEL**—Calgary's newest hotel, located on Centre St. at Seventh Ave. . . fine lounge, coffee shop and banquet rooms . . . garage accommodation . . . rooms from \$2.00.
- **YALE HOTEL**—Conveniently situated opposite C.P.R. depot . . . every provision for the comfort of guests . . . all outside rooms . . . moderately priced.
- **ST. REGIS HOTEL**—Family hotel on Seventh Ave., between Centre St. and First St. East . . . rates from \$1.25 . . . weekly and monthly rates.
- **NOBLE HOTEL**—A popular-priced hotel on First St. West at Thirteenth Ave. . . good accommodation at low rates . . . cafe in connection.
- **DRY CLEANERS AND LAUNDRIES**—Ontario Laundry Ltd. . . . Dollar Cleaners and Dyers . . . W2680, M2678.
- **ROYAL HOTEL**—In the centre of Calgary's Shopping and Theatre District . . . a modern and licensed hotel, that will prove itself to all who stay here . . . Eighth Ave. and Second St. West.
- **PICARDY CANDY STORE** . . . Sells famous Picardy candies, confections, and operates soda fountain and lunch-counter service . . . located on Eighth Ave., opposite Capitol Theatre.
- **PHOTOGRAPHIC SUPPLIES** . . . full line of cameras and photographic supplies . . . Eastman Photographic Materials Ltd., 1003 First St. West.
- **KRAFT THE FURRIER**—222 Eighth Ave. West . . . fine Canadian furs . . . firm established in Calgary 1908 . . . exclusive fur styles at reasonable prices.

CALGARY—

- **CENTRAL CANADIAN GREYHOUND LINES**—Main office in the Southam Building, Seventh Ave. and First St. West . . . Phone M2131 for transportation information.
 - **KOFFEE KOUNTER**—Is situated on the main floor of the Bus Depot . . . Built this year, the Koffee Kounter is among the finest of Calgary's Eating Places. Other Koffee Kounters conveniently situated at: Centre St. and Fourth Ave.; on Seventeenth Ave., at Fourth St. West; and Twenty-first Ave., at Fourth St. West.
 - **THE T. EATON COMPANY (WESTERN), LTD.**—Four-storey department store, located at Fourth St. West and Eighth Ave. . . . Has complete lines of merchandise of every description . . . coffee counter in basement . . . free parking space opposite store.
 - **EMPRESS HOTEL**—Situated one block north of the Bus Depot, on Sixth Ave. West, in the quiet part of Calgary's down-town area . . . pleasing accommodation for the discriminating traveler . . . the attractive Palm Room, the pleasant dining room, and most moderately priced rates combine to make the Empress Hotel a distinctive Guest House of Calgary.
 - **CARLTON HOTEL**—In the heart of Alberta's metropolis, you will enjoy the unique accommodation and comfortable advantages of the Carlton . . . coffee shop, free bus, garage and parking accommodation . . . palm room, lobby and lounge . . . moderate Carlton rates, with every room an outside room, make the Carlton a tourist home.
 - **C.P.R.**—Information and Ticket Office: 124a Eighth Ave. W., Calgary. M4970 . . . City passenger agent: F. J. Hurkett.
 - **C.N.R.**—Information and Ticket Office: 218 Eighth Ave. W., Calgary. M3626 . . . City passenger agent: J. S. Peck.
- ## BANFF—
- **NATIONAL PARK BAKERY**—Better bread at lower prices . . . a fine selection of cakes and pastries . . . we cater to campers and the tourist trade . . . let us help you to enjoy your visit.

BANFF—

- **THE CASCADE HOTEL**—Conveniently situated on Banff Avenue . . . Banff's moderately-priced hotel . . . fully licensed . . . special weekly rates . . . free bus meets all trains . . . sight-seeing trips arranged . . . W. J. Marsh, Manager.
- **THE MOUNTAIN CHALET**—Tourist hotel for men, women and children . . . Hot and cold water . . . baths and showers . . . excellent cuisine . . . reasonable rates . . . American or European plan, as desired . . . Owned and operated by the Calgary Y.W.C.A. . . . bus meets all trains.
- **PARIS TEA ROOMS**—Oldest established cafe in Banff (Est. 1902) . . . attractive place to dine . . . home-cooked meals . . . home-made ice cream . . . skiing information . . . special afternoon teas . . . reasonable charges.
- **KING EDWARD HOTEL**—"The House of Comfort" . . . completely and comfortably furnished guest rooms . . . large, cheery dining room and cosy rotunda . . . American or European plan . . . reasonable rates . . . fully licensed . . . thirty years' experience in catering to visitors . . . bus meets all trains.
- **ROCKY MOUNTAIN TOURS AND TRANSPORTATION CO'Y**—Sight-seeing service . . . Calgary, Banff, Lake Louise, Emerald Lake and Golden . . . daily at regular hours . . . all-expense tours, one to five-day duration . . . attractive rates . . . description folders on application.
- **BANFF MOTORS**—Offers automotive service to all makes of cars . . . specialize in General Motors products . . . you will find the service courteous and complete . . . official A.M.A.-C.A.A. . . . garage on Banff Avenue . . . Phone Banff 141.
- **THE NEW SPOT**—Newly decorated in red and black, with natural wood-paneled walls . . . convenient and comfortable . . . you will find the New Spot the ideal place for a "light snack" or a full course dinner . . . good cooking, quick service, and prices you will find most reasonable . . . Night Owl Service.



Resorts, Accommodation And Entertainment

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The scenic photo on this page shows trail riders at Waterton Lakes Park in Southern Alberta.—Supplied by Canadian Travel Bureau.

BANFF—

- **LUXTON'S CURIO SHOP**—A museum of western life and lore . . . animals, heads, pelts of all kinds . . . Suppliers of the world's museums . . . taxidermists . . . Indian curios, moccasins, interesting relics and mementoes . . . quaint ornaments . . . the place to visit for a memento of your trip to Banff. N. K. Luxton, Proprietor.
- **LUX THEATRE**—A thoroughly modern picture theatre, showing all the latest features . . . comfortable and well-ventilated . . . excellent sound . . . popular prices.
- **THE WHITE HOUSE INN**—Exclusive holiday residence (the old Dallas Estate) . . . beautiful location . . . exceptional comfort . . . excellent cooking . . . rates from \$1.75 . . . double bedrooms with baths . . . bungalows for rent by day, week or month . . . write for literature and reservations.
- **HARMONY FOUNTAIN LUNCH**—Excellent meals at reasonable prices . . . plate lunch 35c . . . full dinner 45c . . . full fountain specialties . . . Harmony Gift Shop and Harmony Drug Store, Banff.
- **THE HOMESTEAD HOTEL**—Situated south of the station . . . bus meets all trains . . . reasonable rates . . . fully licensed . . . "Welcome to old and new friends" . . . D. M. Soole, proprietor.
- **MOUNT ROYAL HOTEL**—A modern, comfortable hotel . . . conveniently located half a mile from C.P.R. Depot . . . bus meets all trains . . . 100 rooms, 50 with private bath . . . excellent dining room . . . courteous service . . . American or European plan . . . moderate rates . . . comfortable headquarters for an enjoyable vacation . . . open the year round.
- **NORQUAY COFFEE COUNTER**—Situated "In the Heart of Banff" . . . on the north end of Banff Avenue . . . good meals at reasonable prices . . . the economical place to eat.
- **BANFF CAFE**—A thoroughly up-to-date cafe, on Banff Avenue . . . excellent meals served at all hours . . . first-class food and courteous service . . . very reasonable rates.

BANFF—

- **BREWSTER AUTO AND BUS STATION**—Morning and evening bus service to and from Calgary . . . new, modern, fully equipped Texaco Service Station for automobiles . . . complete and courteous service . . . West end of Banff Avenue.
- **HOT SPRINGS HOTEL**—This Sanitarium is situated at the Upper Hot Springs, opposite the Government Bath House . . . Examination of the water by Federal Government shows it to be Radio-Active Sulphur Water with a natural heat of 115 degrees F . . . no re-heating is necessary, therefore no alteration in the health-giving properties of the water is possible. For rates apply to M. Ashton, Mgr.

LAKE LOUISE—

- **DEER LODGE**—A comfortable stopping place at moderate cost . . . two minutes' walk from the lake . . . 100 fully modern rooms, 40 with private bath . . . rustic rotunda . . . open log fire . . . log cabin cafe adjoining the Lodge serves excellent meals . . . American or European plan . . . Bus meets all trains . . . Open May 15 to October 15. G. E. Crosby, Proprietor.
- **TRIANGLE INN**—One minute from lake . . . housekeeping cabins, with electric light, hot and cold running water and showers; \$3.50 double, including linen and blankets. Hotel rooms: \$3.00 double . . . Good meals at city prices . . . Season: May 24th to September 30th . . . For tourist information, write Mrs. M. Fletcher, proprietress.
- **MOUNTAIN INN**—Good accommodation at very reasonable rates—excellent meals served . . . open all the year round . . . opposite Lake Louise Station . . . Mrs. A. S. Asling, Prop.
- **FAIRVIEW SERVICE STATION**—Imperial Gas and Oil . . . repairs, wash jobs and power lubrication . . . Atlas tires . . . credit cards from Imperial Oil Co. and associated companies accepted . . . tourist information . . . Andy Smyth, Proprietor.

FIELD, B.C.—

- **Y.M.C.A.**—In the Heart of the Rockies . . . located at the base of Mount Stephen and overlooking the Kicking Horse River . . . modern rooms, equipped with spring-filled mattresses . . . some rooms with bath . . . steam heat comfort for those chilly mountain nights . . . good food; twenty-four hour restaurant service . . . reasonable prices for both rooms and meals . . . accommodation for women and for families . . . It is advisable to make advance reservations . . . free parking . . . Folders at Herald Travel Bureau.

GOLDEN—

- **ROLSTON'S CABIN CAMP**—A comfortable modern camp, single and double cabins, fully equipped . . . Showers, community kitchens, trailer space . . . Reasonable rates . . . affiliated with D. R. Rolston, General Merchants.
- **KING DEPARTMENT STORE**—East Kootenay's greatest store . . . specializing in Hudson Bay blankets, English china, souvenirs, novelties, etc. . . tourist buying headquarters.

MARBLE CANYON—

- **MARBLE CANYON CHALET AND BUNGALOW CAMP**—Thirty-five miles west of Banff, at the entrance to this impressive canyon . . . cosy home-like lodge and very comfortable cabins, offering every convenience . . . showers . . . has an enviable reputation for home-cooked meals . . . Reasonable rates . . . Miss J. M. Seaton.

RADIUM—

- **RADIUM HOT SPRINGS LODGE**—Turn to right 300 yards west of Park gates on the hill overlooking the pool. Hotel service in cottages, recently renovated and completely modern . . . Assured comfort and privacy . . . Excellent meals . . . American and European plan . . . An ideal holiday resort . . . attractive rates . . . Formerly owned by C.P.R., now owned and operated by Miss C. Armstrong.

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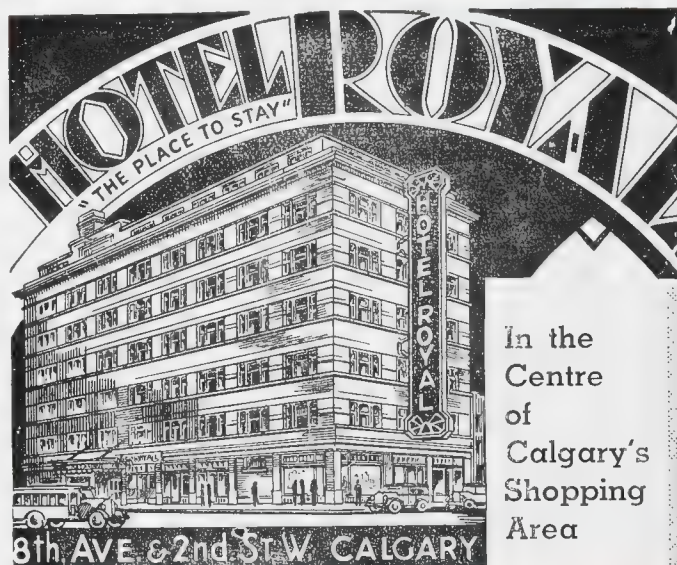
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The picture shown on this page shows alpinists looking at Mount Assiniboine in Banff National Park in Alberta, Canada. — Photo by Canadian Travel Bureau.

RADIUM—

- **OLIVER'S GATEWAY LODGE**—A beautifully appointed hostel at the Kootenay Park gates, next door to the pool . . . every comfort and convenience for guests and tourists . . . bright dining room . . . excellent meals . . . reasonable rates . . . Write for full particulars and reservations . . . H. C. Oliver, Prop.

- **BLAKLEY'S HOTEL AND CABINS**—One minute's walk to the baths . . . excellent accommodation at moderate rates . . . thoroughly modern . . . comfortable rooms, splendid dining room service . . . meals a la carte . . . Write for further particulars and room reservations . . . J. S. Blakley, Prop.

WINDERMERE—

- **LAKE WINDERMERE CABINS**—Ideally located on the shores of Lake Windermere, twenty minutes' drive to Radium Hot Springs . . . Sandy beach, warm water bathing, boating, canoeing, fishing, golf course . . . Rustic cabins with electric light, running water; showers and toilets, \$1.50. Community lodge . . . Dancing. Excellent for a family holiday. Write for weekly and monthly rates.

INVERMERE, B.C.—

- **HOTEL INVERMERE**—Beautifully situated at the head of Windermere Lake . . . an ideal tourist hotel . . . rooms with bath . . . excellent dining room service . . . swimming, golf, tennis facilities . . . twenty minutes' drive from Radium Hot Springs . . . J. S. Dunn, Manager.

FAIRMONT, B.C.—

- **THE MEADOWS BUNGALOW CAMP**—Offers picturesque camping sites . . . really comfortable, tastefully furnished log cabins . . . excellent meals a la carte . . . Special rates by the week . . . for two persons with meals, \$33 . . . Our "Rambles on Horseback" take you from the traveled roads into the mountains . . . Write for folder giving prices, etc.
- **FAIRMONT HOT SPRINGS CHALET AND BUNGALOW CAMP**—Thoroughly modern, comfortable accommodation . . . spring water supply . . . rooms with bath . . . excellent meals . . . American or European plan . . . beside the pool . . . Cabins from \$1.00 . . . Curative baths . . . treatments for arthritis, neuritis, with medical advice . . . every facility for a visit or a vacation . . . Write for full particulars and special rates . . . R. N. Bartman, Proprietor.

COLUMBIA LAKE, B.C.—

- **DUTCH CREEK HOTEL**—3 miles south of Fairmont Hot Springs, 3½ miles north of Columbia Lake, on the banks of Dutch Creek . . . comfortable rooms with hot and cold water . . . light meals . . . good view of Hoodoos . . . trout fishing and hunting . . . store, gas, oil.

CRANBROOK, B.C.—

- **BURTON'S AUTO COURT**—At the east end of Cranbrook, by the airport beacon . . . smart red and white cabins, single and double, comfortably furnished . . . running water, electric light, good stoves, excellent beds, in every cabin . . . moderate rates . . . store and Imperial Service Station . . . W. Burton, proprietor.

CRANBROOK, B.C.—

- **LEASK CABIN CAMP** (Opp. Oil Company's)—As you enter Cranbrook from Fernie or Kimberley . . . on main highway . . . comfortable cabins, electric light, hot and cold showers . . . bedding and dishes available . . . rates from \$1.00 groceries, confectionery . . . gas and oil . . . H. Leask, Proprietor.

CRESTON, B.C.—

- **UNIVERSAL MOTORS**—Ford Sales and Service . . . Creston's newest and most up-to-date garage, furnishing skilled service to all makes of cars . . . Firestone tires . . . vulcanizing, towing and taxi service . . . rest rooms . . . Frank Nadon, Proprietor.

GRAY CREEK—

- **KOOTENAY COTTAGES**—Lovely lakeside location, 3 miles south of Gray Creek Ferry . . . beautifully appointed modern bungalows . . . full equipment includes radio, gas, electric light, showers in every cabin, splendid dining room . . . exceptional facilities for boating, bathing, fishing and tennis may be enjoyed by guests without charge . . . hiking and hunting trips . . . inclusive rates arranged . . . Write H. F. Wilmot, Kootenay Cottages, Gray Creek, B.C.

BALFOUR, B.C.—

- **BALFOUR BEACH INN AND COTTAGES**—A paradise for the ardent fisherman . . . every modern convenience . . . boating, swimming and hiking visit Balfour Beach for the best vacation you ever had . . . rates arranged . . . Write R. Bell, Manager, at Kootenay Lake, Balfour, B.C.

NELSON, B.C.—

- **ROYAL HOTEL**—A centrally located, fully modern, comfortable hotel, situated on the main street of Nelson . . . newly furnished . . . hot and cold water in every room . . . excellent service . . . rates from \$1.00 . . . E. A. Jennings, Manager.
- **KOOTENAY MOTORS (NELSON) LIMITED**—Nash, Lafayette, Hudson and Studebaker cars and trucks . . . complete garage equipment . . . experienced, expert mechanics . . . you are invited to make this garage your headquarters when visiting Nelson district . . . H. Harrop, Manager.

Resorts, Accommodation And Entertainment

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PINCHER CREEK, Alta.—

- **KING EDWARD HOTEL**—The favorite rendezvous of sportsmen in this fishermen's paradise . . . an excellent hotel with first-class dining room . . . fully modern . . . recently renovated . . . reasonable rates . . . northern gateway to Waterton Lakes . . . Stan Walker, Manager.

WATERTON LAKES—

- **DILL'S GENERAL STORE**—Hudson Bay blankets . . . groceries, fishing tackle and ready-to-wear . . . prices are moderate . . . N. W. Dilatush, proprietor.
- **GREEN GABLES AND GREEN GABLES CABINS**—Situated on Evergreen Ave., near the lake front . . . all modern conveniences; comfortable beds. Write Mrs. J. Presley for further information.
- **WATERTON LAKES PHARMACY**—Drugs, souvenirs, camera supplies, fishing tackle.
- **KILMOREY LODGE**—On lake front . . . fully modern . . . large, airy, comfortably furnished guest rooms . . . showers and baths . . . attractive lounge and dining room . . . home-cooked meals. Rates: single, from \$2.00 per day; double, from 3.00 per day . . . European plan . . . special weekly rates. Mrs. A. L. Kemmis, Proprietress.
- **BEACH CAFE**—Dine and Dance . . . Good food, cooked right, quick service . . . complete soda fountain service, malted milks made by experts . . . "Try our delicious Chinese Chop Suey and Noodles"—specialize in dinner parties. . . . See Manager.

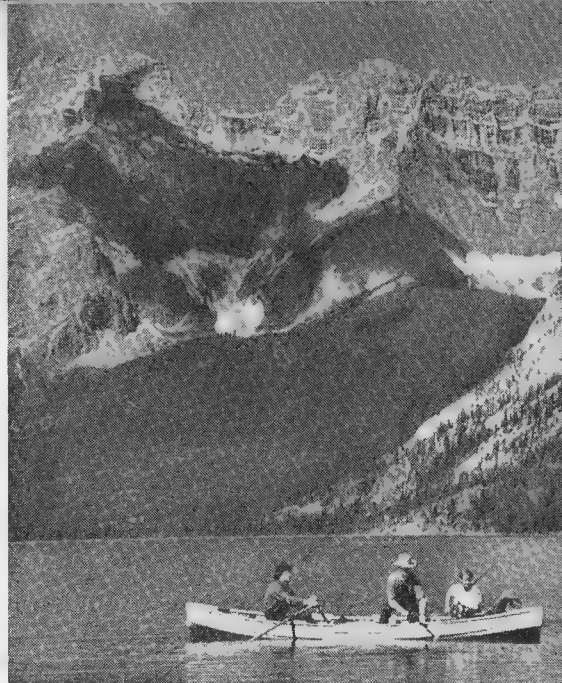
The fishing scene shown was taken on Lake Minnewanka in Banff National Park. Here Lake trout may be caught ranging upwards from 20 lbs.—Photo courtesy C.P.R.

WATERTON LAKES—

- **INTERNATIONAL AND CENTRAL SERVICE STATION AND GARAGE**—Official A.M.A. Garages . . . wreckers service . . . Imperial Oil Products . . . E. Haugh, Proprietor.
- **THE NEW ENTRANCE COFFEE SHOP AND SERVICE STATION** . . . Just across the bridge from Registration Office . . . Imperial Oil Products . . . wreckers service . . . E. Haugh, Prop.
- **STANLEY HOTEL**—Completely modern accommodation at reasonable rates . . . convenient and comfortable . . . cottages for rent. N. W. Dilatush.
- **BALLINACOR HOTEL**—Beautiful lake-side location on the townsite . . . modern rooms, some with bath . . . coffee shop in connection . . . curio and souvenir store.
- **WATERTON LAKES BUNGALOW CAMP**—Picturesquely situated; electric light, modern cabins, equipped with running water and private toilets . . . accommodation, 2 to 6 persons, \$2 single, \$2.50 double . . . Write E. Hegglund, Waterton.
- **TOURIST CAFE**—Excellent meals at all hours . . . very reasonable prices . . . confectionery and supplies . . . N. W. Dilatush, Proprietor.

VANCOUVER—

- **INDIAN ARM TRIP**—Delightful cruise, two hours each way, to Wigwam Inn, Belcarra Park and all points on beautiful Indian Arm of Burrard Inlet . . . Harbour Navigation Boats leave from Gore Avenue Dock. Summer schedule, 10 a.m. and 2 p.m. daily . . . For information, phone MARine 3832, Vancouver.
- **DUNSMUIR DINING ROOM**—Operated in connection with Hotel Dunsmuir.



VANCOUVER—

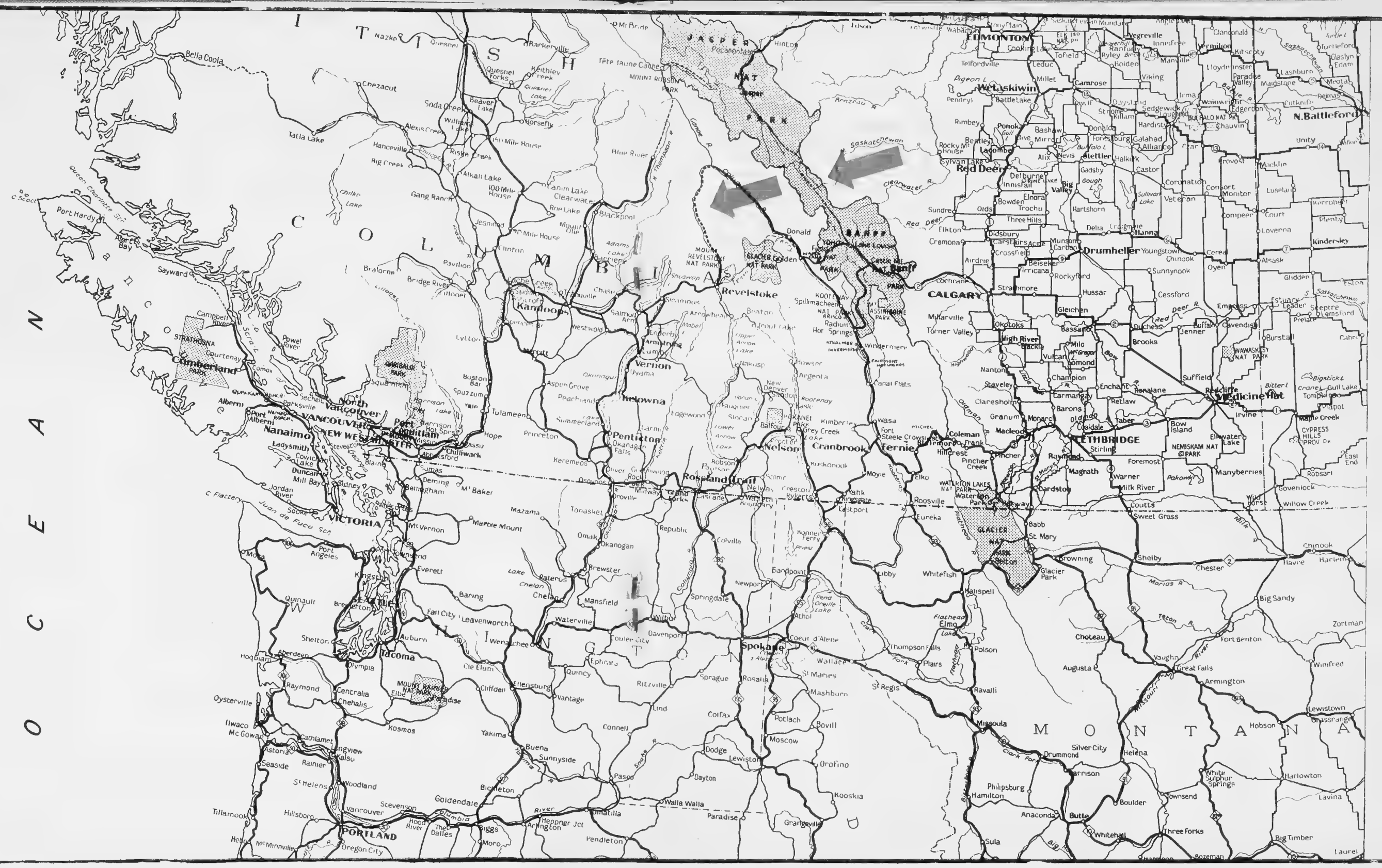
- **HOTEL DUNSMUIR**—A family hotel in the heart of down-town Vancouver . . . Vancouver's third largest hotel is at Dunsmuir and Richards streets . . . rates from \$1.50 to \$2.00 single; \$2.00 to \$3.00 two persons . . . lower weekly or monthly rates . . . J. C. LaBelle, Mgr.
- **VANCOUVER MOTORS U-DRIVE LTD.**—Drive yourself at the coast and to coast beauty spots . . . hour or day rates . . . 1940 town Sedan Mercuries. . . . Bring your Alberta driver's licence . . . ask for our folder at Herald Travel Bureau or phone Marine 3311 when in Vancouver.
- **KATHLEEN ELLIOTT VACATIONS**—Free information on B.C. holidays . . . all resorts recommended from personal visits . . . Rogers Bldg., Vancouver, B.C.
- **GEORGIA HOTEL DINING ROOM, COFFEE SHOP AND FOUNTAIN**—Serving delightful meals at popular prices . . . all public rooms air-conditioned.
- **HOTEL AUSTIN**—Rooms with and without private bath . . . or housekeeping suites from one to four rooms . . . at reasonable rates . . . 1221 Granville Street . . . close to theatres, shops and cabarets . . . for reservations write to F. A. Lind, Manager.
- **HOTEL AMBASSADOR** (formerly Hotel Hudson) — Located at 773 Seymour Street . . . one block from Hudson's Bay Company . . . all outside rooms, building fireproof . . . newly furnished and re-decorated . . . rates from \$1.00 day, with special weekly and monthly rates . . . for information or reservations, write J. B. Keith, Manager.

MOTOR
MAP

The map on
this page shows
the motor routes
from Alberta
to the Coast.

The highway
from Pincher
Creek to Waterton
is now hard-
surfaced, which
gives easy access to
Waterton Lakes
National Park,
via Macleod.

The
The two red arrows
overprinted on the
map show the two
new highways being
completed this
year. The Banff-
Jasper highway is
shown by a dotted
line in the shaded
park area, and
the Big Bend
highway is shown
by a dotted line
north of Revelstoke.



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*The scene shown is at the Indian Arm of Burrard Inlet of the British Columbia coast enroute to Indian River Park.—
Photo, courtesy Harbor Navigation Company, Ltd.*

VANCOUVER—

● **UNION STEAMSHIPS LIMITED** — Union Pier, foot Carrall St., Vancouver, B.C. . . . these popular vessels link the Coast resorts of British Columbia from Vancouver to the border of Alaska, and offer you a splendid choice of cruises . . . from one to six days in duration, from \$1.00 to \$50.00 in price . . . following are the principal trips recommended.

Six Days' Cruise to Stewart—1,400 miles, calling at Prince Rupert and many parts . . . S.S. Catala leaves Union Pier every Friday at 9 p.m. . . . round trip, \$50, all inclusive . . . May 1st to Sept. 30th.

Five and Half Days' Cruise to Prince Rupert, Bella Coola and Skeena River Canneries . . . S.S. Cardena leaves Union Pier every Tuesday, 9 p.m. . . . round trip, \$40, all inclusive . . . May 1st to Sept. 30th.

Five Days' Cruise to Rivers Inlet—S.S. Venture leaves Union Pier every Wednesday, 2 p.m. . . . round trip, \$30, all inclusive . . . May 1st to Sept. 30th.

Week-end Cruise to Bute Inlet . . . S.S. Cheohsin leaves Union Pier every Saturday, 2 p.m. . . . round trip, \$12.50, all inclusive . . . all summer.

Day Trips:

● **BOWEN ISLAND INN**—One hour's sail from Vancouver, B.C. . . . guests can be accommodated either in the hotel itself, or in one of the cosy bungalows adjoining . . . there is a large dining room, comfortable lounge with open fireplace . . . also private dance rooms for the guests . . . there are recreations galore, and a tennis court is reserved for guests . . . rates per person (American plan with meals): Rooms, or accommodation in bungalows, from \$4.50 day and from \$27.00 week (\$25 sharing).

Special all-inclusive rates (including accommodation, all meals and boat fare). Mid-week, from Tuesday morning (lv. Vancouver 9 a.m.) to Friday night (including dinner), \$14.00.

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VANCOUVER—

● **DEVONSHIRE**—Enjoy home comfort in smart hotel accommodation at moderate rates . . . rooms and Refreshment Paragage in hotel . . . licensed premises . . . apartment suites also available . . . located on Georgia at Hornby Street . . . folders at Herald Travel Bureau.

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● **BROOKLYN COURT**—Furnished apartment suites, near down-town Vancouver . . . at Seymour and Helmcken, one block from Granville Street . . . rates, \$2.00 to \$4.00 day . . . \$8.00 to \$15.00 week . . . \$22.00 to \$40.00 month . . . write Mr. Lightheart for reservations.

● **ANGUS APARTMENTS** — Three and four-room modern suites, completely furnished . . . linen, silverware, dishes gas ranges and refrigeration . . . at 1531 Davie Street, close to English Bay . . . for information inquire at Herald Travel Bureau, or write M. B. Talling, Manager, Angus Apts., for reservations.

● **HUDSON'S BAY CO.**—One of the finest stores on the Pacific Coast . . . offering an attractive setting for the smart items that appeal to the holiday shopper . . . the mezzanine lounge offers respite to the busy shopper . . . Alberta visitors are invited to visit the Bay Coffee Shop and the new Douglas Room which was opened this Spring . . . on Granville at Georgia Street.

● **THE CAVE SUPPER CLUB**—The most unique night club on the Pacific Coast, with Western Canada's largest dance floor . . . all professional floor show . . . 450 seats . . . admission charge of \$1.00 includes dancing and dinner . . . open every night . . . "Jimmie" Masson, formerly of Calgary, will meet you at the door . . . at 626 Hornby Street, half block from New Vancouver Hotel.

VANCOUVER—

● **MAXINE BEAUTY SALON** . . . Maxine Beauty Salon occupies the entire second floor of 709 Georgia Street West, facing the Vancouver Hotel and opposite Hudson's Bay Co. . . . Vancouver visitors from Southern Alberta are invited to use the spacious lounge room of this modern salon as a meeting place and headquarters . . . low-priced Modern Permanents specials are offered at "Maxine", Vancouver. . . . Phone Sey. 6793.

● **BUCHAN HOTEL** . . . residential hotel at 1906 Haro Street . . . very close to Stanley Park and English Bay . . . newly built and modern . . . rates by week or month are reasonable . . . for reservations write C. B. McCallum, manager.

● **ELYSIUM HOTEL** . . . 1140 West Pender Street, overlooking Stanley Park and the entrance to Vancouver's harbor . . . close to shopping and theatre district. . . . Special vacation rates by day, week or month . . . all outside rooms . . . free garage . . . a family hotel, and is excellent for unattended ladies . . . folders at Herald Travel Bureau . . . for reservations, write manager.

● **SYLVIA COURT HOTEL**—The city seaside apartment hotel on the shores of English Bay . . . only ten minutes from city centre . . . Swimming, fishing, golf, tennis and Stanley Park, all within three minutes walk . . . delicious meals in Sky Room view restaurant . . . Rooms or apartments by day, week or month . . . Write Sylvia Court, Beach Avenue at Gilford.

● **HOTEL ALCAZAR**—Family hotel of 200 rooms, in centre of the city, with rates ranging from \$1.00 a day . . . contains an excellent cafe . . . located at 327 Dunsmuir Street, five blocks from C.P.R. and C.N.R. depots . . . W. S. Wainwright, Manager.

● **ALCAZAR RESTAURANT**—Operated in conjunction with Alcazar Hotel.



Resorts, Accommodation And Entertainment

With only one or two exceptions the premises of these firms have been personally visited by a representative of the Calgary Herald. The accommodations and services they offer are recommended to you by the Herald Travel Bureau.

The photo shows the face of Taku-Glacier in Alaska. It was taken from a C.P.R. coast boat.—Photo by C.P.R.

VANCOUVER—

- **WIGWAM INN**—A quaint but modern hotel in an idyllic setting amid forest and mountain, at the head of Indian Arm . . . Excellent cuisine; boating, fishing, swimming, mountain climbing, etc. . . . Schedule: See Indian Arm Trip above . . . For full information write Harbour Navigation Co., Ltd., or phone Marine 3832, Vancouver.
- **RITZ APARTMENT HOTEL**—A very attractive and thoroughly comfortable apartment hotel . . . single rooms, two and three-room suites, fully equipped with dinette and all conveniences . . . centrally located . . . moderate rates—daily, weekly, monthly . . . 1040 West Georgia Street . . . reservations, John H. Crane.

HARRISON HOT SPRINGS—

- **HARRISON HOT SPRINGS HOTEL**—Located 75 miles east of Vancouver, in the heart of an idyllic lake and mountain country . . . buses meet all main line C.P.R. and C.N.R. trains at Agassiz and Rosedale respectively . . . the hotel is of first-class brick construction, one hundred per cent fireproof, steamheated throughout, and accommodates 350 guests . . . a most popular resort and an internationally known health resort . . . "The Spa of Canada" . . . folders at Herald Travel Bureau.

VICTORIA—

- **BRITISH COLUMBIA INFORMATION** not found in this booklet, or available from your nearest travel bureau, may be secured by writing: B.C. Government Travel Bureau, Parliament Building, Victoria, B.C.
- **SYLVESTER U DRIVE LTD.**—New low rates; latest model cars. See Victoria and the Island in a modern car, equipped with a radio. No red tape and reasonable rates. Cars rented by the hour, day or week. Located at 1001a Douglas Street, Sussex Bldg. The finest fleet on the Island. Bring Alberta driver's license.
- **HOTEL STRATHCONA (Victoria)** — A delightful, home-like hotel . . . all outside rooms, in the heart of Victoria . . . every comfort and convenience . . . rates from \$1.50 . . . folders at Herald Travel Bureau, or write W. W. Martin, Manager.

VICTORIA—

- **VAN DER VLIET, CABELDU & MAY, LTD.**—Dealers in Real Estate . . . listings of homes and businesses in the city and surrounding country. Located at 1212 Broad Street, Victoria B.C., opposite the Colonist Publishing Co.
- **HOTEL DOMINION** — Victoria's comfortable hotel at moderate rates . . . enjoy excellent cuisine in the dining room on the main floor.

VANCOUVER ISLAND—

- **WALL BEACH** — "The Auto Camp in the Cedars" . . . located 98 miles from Victoria . . . two and three-room clean, new cabins on safe beach . . . excellent swimming and fishing . . . boats for hire . . . write D. Scott, manager, R.R. No. 1, Nanoose Bay, V.I., for information.
- **WILCUMA GUEST HOUSE** . . . on Cowichan Bay, Vancouver Island . . . ideal for a quiet holiday midst pleasant surroundings . . . excellent accommodation . . . Fishing, boating, golf, tennis, sunshine and rest. . . . Enquire for folder at Herald Travel Bureau or write Mr. and Mrs. T. H. Kingscote, R.R. 1, Cobble Hill, British Columbia.
- **PAINTER'S FISHING RESORT (Campbell River)**—World-famous fishing . . . "Home of the Tye" . . . excellent accommodation at moderate rates . . . beautiful scenery . . . scope and facilities for every form of recreation . . . folders at Herald Travel Bureau.

SEATTLE—

- **HUNGERFORD HOTEL, SEATTLE**—At Fourth Ave. and Spring St., in downtown Seattle . . . 200 modern rooms with baths . . . Rates from \$2.00 . . . Comfortable, well furnished . . . excellent service . . . Coffee Shop, with fine food, at moderate prices . . . Folders at Herald Travel Bureau, or write Earl Hungerford, Owner-Manager, for reservations.
- **CLAREMONT APT. HOTEL**—Located at Fourth and Virginia, Seattle, Washington . . . transient and permanent guests . . . located in shopping district . . . rates, \$2.00 and up.

SEATTLE—

- **GEORGIAN HOTEL**—In Seattle's business centre . . . next door to everything . . . pleasing rates: \$1.25, \$1.50, \$2.00, \$2.50 . . . refinement . . . home comfort . . . Fourth Ave. near Pike St.
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- **MOORE HOTEL** — Located in downtown Seattle close to theatres and shipping district at Second and Virginia . . . free swimming pool for use of guests . . . rates without bath \$1.25, \$1.50 . . . with bath \$1.50 to \$2.00. . . . Canadian money accepted at par on rooms . . . also operates 24-hour meal service. . . . Folders at Herald Travel Bureau.
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OREGON—

- **COLUMBIA GORGE HOTEL** — on world-famous Columbia Highway, U.S. No. 30, 64 miles east of Portland, just west of Hood River . . . in the centre of a scenic wonderland . . . beautiful, comfortable, moderate . . . open all year.

VISIT RED DEER

ALBERTA

No trip to Alberta would be complete without a visit to Red Deer and its splendid district. Red Deer, with a population of 3,000, is a shopping and trading centre situated midway between Calgary and Edmonton on the Canadian Pacific Railway and on Highway No. 1 between these cities.

Red Deer is a modern town with water, sewer, light and power services, all municipally owned. Its educational and cultural advantages are notable. There are three public schools, modern high school, separate school and convent; the Nazarene Bible College and a dormitory for rural children attending the Red Deer High School.

Golfers will find Red Deer's eighteen-hole course one of the prettiest in the province; visitors are warmly welcomed.

Red Deer's Auto Park is a delightful spot. Situated just east of the highway at the south entrance to the town, the park is beautifully treed and sheltered. It is equipped with running water, electric light, cabins, kitchen and showers. Rates are moderate.

There is splendid hotel accommodation, cafes and picture shows.

Stores in Red Deer are outstanding, and tourists will find it a fine place to shop.



*DORIS FORBES AND HER PET
BEAVER*

There is a colony of Beaver at Red Deer, located in Waskasoo Creek. They may be seen at work most any evening.

Red Deer is a popular residential centre with attractive streets, many of them beautifully treed. There are many lovely homes and gardens, and visitors will enjoy a drive around the town.

Tourists will find plenty of service stations and garages, with the newest and best equipment. Twenty-four hour service is available. Rest room accommodation is plentiful and dependable.

Red Deer, in common with the whole province, has a delightful summer climate. The days are comfortably warm and the nights pleasantly cool and refreshing.

There are three lovely Summer resorts in the immediate district—Sylvan Lake, Pine Lake and Gull Lake.

A delightful circle drive of forty miles starts at Red Deer, runs west to Sylvan Lake, north to the village of Bentley, east to Gull Lake and then on to the town of Lacombe.

Rocky Mountain House, 60 miles west of Red Deer, is the entrance to the big game country where bear, deer, moose, mountain sheep and goats may be hunted in season.

*Further Information May Be Had by Writing to the Secretary of the
Board of Trade, Red Deer, Alberta, Canada.*

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The Calgary Herald



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Phone M89 Before You Leave

Motoring in Yoho Valley — Mt. Cathedral (10,464 ft.) in background —Photo by Nicholas Morant. Courtesy Canadian Pacific Railways.

KIMBERLEY is 59 miles from Fairmont Hot Springs, 19 miles to Cranbrook.

CRANBROOK is 279 miles from Calgary, via Banff-Windermere, and Kimberley 347 miles via Golden from Calgary. 289 miles via Crow's Nest Pass.

GRAY CREEK FERRY
Leave Fraser's Landing, 9 a.m., 12 noon, 3 p.m.
Leave Gray Creek 10:30 a.m., 1:30 p.m., 4:30 p.m.
Distance across by Ferry about 8 miles.

The Kokanee Glacier is one of the largest accessible ice-fields on the American continent.

For sportsmen there are salmon and trout in Kootenay Lake and brook trout in the streams. Deer, bear and mountain goat give scope to the hunter.

Kimberley

The highways in this part of the country have been greatly improved by the provincial government, many miles of new road having been constructed. The main road leads through Kimberley (pop. 4,500). This town has grown up around the Sullivan mine, one of the largest producers of silver, lead and zinc in Canada. The large concentrator plant attracts a larger number of interested sightseers.

Cranbrook

A modern town with a population of 3,500, Cranbrook, by reason of its location at a highway junction has grown into a tourist centre. It is on the main highway from Spokane where it branches north to Windermere and the Mountain Parks, and east to the Crow's Nest Pass. Picturesquely situated in the Kootenay Valley, between the Rockies and the Selkirks, it is a railway divisional point. Cranbrook has the largest outside conditioned swimming pool in Canada in the town centre, which is free to the public. The Cranbrook vicinity attracts many fishermen to streams and lakes.

Yahk

The road south from Cranbrook skirts the placid waters of beautiful Moyie Lake and follows the Moyie River to Yahk—the junction of the road south to the boundary at Kingsgate and the road through to Creston and the Kootenay Valley. Good fishing may be enjoyed in this neighborhood.



Erickson

Around this pleasant little town groves of apple trees give a new and distinctive touch of beauty. Erickson is just two miles east of Creston and offers access to the border via Rykerts and Port-hill.

Creston

At Creston the road forms the main junction with the Kootenay Valley road running north to the Gray Creek ferry and south to the boundary at Rykerts. The centre of a large fruit growing area, beautiful with blossom in May, Creston overlooks the Kootenay River Valley.

Gray Creek

The run north beside Kootenay Lake, with the mighty Selkirks rising on one hand and the beautiful Purcell Range lifting steeply from the farther shore, is one that will be long remembered with pleasure. Excellent fishing, bathing and boating are available along the lake.

Ainsworth

Up the north arm of Kootenay Lake is the little town of Ainsworth. In the heart of an interesting country of great beauty, Ainsworth has hot mineral springs, accorded high therapeutic value, emerging from a cave at 130 degrees Fahrenheit.

Columbia Lake

Leaving Fairmonth the road crosses the Columbia River between Windermere and Columbia Lakes, passes the Hoodoos at Dutch Creek Flats, and swings round the north end of Columbia Lake. Columbia Lake is an inviting spot to spend a few days. Excellent bathing, fishing and boating afforded.

Fraser Landing

The ferry trip across the main lake makes a pleasant interlude on the journey. Famous for its fishing the lake also affords excellent facilities for boating and bathing.



The Crow's Nest Pass

The return across the Rockies is made by way of the Crow's Nest Pass from Cranbrook. This pass, long known to the Indians, was used for many years by the Royal North West Mounted Police, who made a trail through it. The railway came in 1898.

Although the range is not so high here nor the peaks so majestic, the route has a beauty and interest of its own, most of the Pass towns having mining as their major industry. There is also some lumbering carried on, and the east end of the Pass sees the be-binning of a large ranching and dairying district. One of the features of this route, apart from its scenic attractions, is the slide which buried the town of Frank.

Nelson

Nelson is a modern city, with a population of between seven and eight thousand. Its natural beauties of lake, mountain and stream, its modern services, and its facilities for golf, tennis, boating, fishing, swimming and other holiday pursuits, make it an attractive centre for tourists and vacationists. Famous gold mines of Ymir and Salmo, and silver mines of Slocan are worth a visit.



Kaslo

Hugging the shore of the lake the road winds north to Kaslo, which is located in the finest cherry country in the world, boasts a sporty nine-hole golf course, tennis courts and bowling greens. Kamloops trout up to twenty pounds and more are often taken from the lake.

Elko

A picturesque little town situated on the top of a hill 45 miles from Cranbrook and 20 miles west of Fernie. The beautiful surrounding valley, with its small lakes and the Elk and Kootenay rivers, make this a fisherman's paradise.

Fernie

This, the first and largest town in the Pass (pop. 4,732), is surrounded by mountains, ranging in height from 4,000 feet to 10,000 feet. The country around is picturesque and provides good fishing and hunting. Fernie is 35 miles west of the summit of the Pass. It is a centre of industries which include mining, lumbering, ranching and dairy farming.

Destiny Bay

A beautifully situated bay on the Kootenay Lake, 14 miles south of Gray Creek Ferry Landing, and 30 miles north of Creston in the heart of the Kootenay fruit district. Here is the best fishing in the Kootenay Lake and good bathing beach and hunting and hiking.

FERNIE

in the
Crow's Nest Pass
is 63 miles
from Cranbrook
—204 miles
from Calgary,
via Macleod.

The photo of
Lundbreck Falls
and Bonnington
Falls
by A. E. Howard.

Nelson's Civic
Centre, built at
a cost of
\$275,000,
houses an
ice arena,
curling rink,
badminton,
indoor tennis,
and basketball
courts, and
a modern theatre,
seating 950.

Nelson's
Lakeside Park
has splendid
bathing facilities,
and amusements
for the
children.

The Warfield
Fertilizer Plant,
near Trail,
produces
70,000 tons
of fertilizer
annually.

Crow's Nest,
95 miles
from Cranbrook,
marks the
Alberta-British
Columbia
boundary,
and is at
an elevation
of 4,461 feet.

Turner Valley Oilfield extends from southeast of High River to northwest of Okotoks. It ranks as one of the largest oilfields within the British Empire, and is probably one of the greatest potential fields in the world.

Production in 1939 exceeded \$10,000,000 in oil at restricted flow of the wells. The petroleum products' retail valuation from this would exceed \$30,000,000.

98% of Canada's oil production is from this field. 13% of the Empire's oil is produced from this small area, which may be but a small part of oilfields awaiting development in Alberta.

Coleman

A busy town of seventeen hundred, Coleman has long ranked as a sporting centre, vieing with Alberta's cities for hockey honors. Excellent accommodation and services of all kinds are available.

Blairmore

A good mining town, headquarters of many large mining companies, Blairmore has a population of sixteen hundred and is Coleman's natural rival for hockey supremacy in the Pass. You may fish or hunt near Blairmore. A few miles east of the town the highway passes through the centre of the immense field of broken rock, scene of the Frank slide.

Pincher

This thriving little town situated in a rich farming and ranching country is the northern gateway to Waterton Lakes National Park. Three miles south of the junction of the Crow's Nest Highway with the highway to Waterton Lakes, Pincher Creek is just 35 miles from the town of Waterton, over hard-surfaced road. Pincher Creek is itself widely known and favored by fishermen for the excellent sport available in this neighborhood.

Okotoks

Reached on the return trip to Calgary via Macleod; 26 miles south of Calgary. From Okotoks an excellent road from the highway leads westward to the famous oilfield in Turner Valley.



Okanagan Valley

This valley, with its narrow lake, some eighty miles in length, was variously a route for the fur brigades, a prospectors' trail and a cattle country, before it came into its own as the fruit garden of British Columbia. The towns below are in the orchard country of B.C.

Osoyoos

From Rossland begins a long slope down the 40 miles to Cascade, and from there to Grand Forks, in its wide valley, is a pleasant drive of some 14 miles. The 80 miles of road on to Osoyoos lead through Greenwood and its copper hills, Rock Creek and Bridesville, tiny places in a district of small farms among the timber. The view from Anarchist Mountain, just before reaching Osoyoos, is remarkable. At Osoyoos is the junction of the Trans-Canada Highway with the road to Okanagan Valley.

Penticton

Passing through Oliver and a district where irrigation has made the side hills of this valley bloom, the road skirts two lovely lakes, Vaseaux and Skaha, and curves in easy grades to Penticton. This is a charming little town in a wonderfully attractive setting. The intensive cultivation evident in this district is truly remarkable.

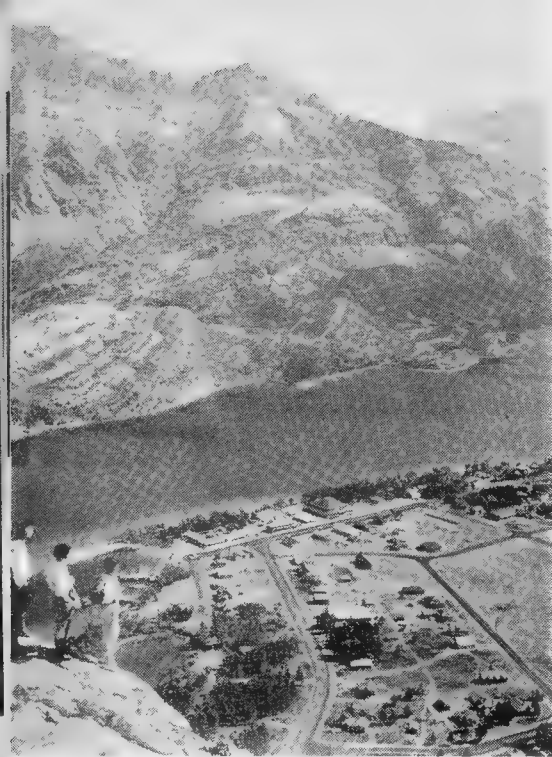
Kelowna

Leaving Penticton, the road crosses the Okanagan River and goes along the west bank of the lake—through the orchards of Summerland and Peachland. The ferry to Kelowna is taken a few miles beyond Westbank (75 cents for car and driver and 10 cents per passenger).

Vernon

Between Kelowna and Vernon the road hugs the shores of two quite considerable and very beautiful lakes, Woods and Kalamalka. Vernon lies spread at the foot of a long grade and makes a pretty picture. Important as a centre for the growing and packing of fruit, Vernon has an air of brisk progressiveness.

Kamloops lies 72 miles further on by Glenemma and Westwold—112 miles by the scenic route through Armstrong and Salmon Arm.



Sylvan Lake

Sylvan Lake has become popular with vacationists as one of the few lake resorts within easy reach of residents of Southern and Central Alberta. A good beach provides facilities for bathing in the lake waters. Its absolute safety is a point that has won the favorable consideration of families with small children. Boating and fishing may also be enjoyed. There is a sporty 9-hole golf course and facilities for tennis and other sports. The town itself, which skirts the shores of the lake, offers excellent accommodation for tourists and visitors. There is dancing nightly to excellent orchestras.

Pine Lake

In the beautifully wooded country east of Innisfail, Pine Lake is rapidly gaining popularity as one of Alberta's summer lake resorts. Fishing, fine bathing beaches, tennis, softball and croquet courts, excel-

lent camping grounds and a beach golf course contribute to the enjoyment of a holiday at this beautiful lake.

Pine Lake is ideal for a quiet and restful holiday.



Waterton Park

Among the seven beautiful reservations that have been set aside by Canada in the Rocky Mountains, there is none lovelier than Waterton Lakes Park, which now forms a section of the Waterton-Glacier International Peace Park. If there are grander and more imposing parts of the Rockies, there are few, if any, more perfect in loveliness. Unlike most of the other Canadian Reservations, Waterton Lakes Park cannot be reached directly by railway. The nearest rail points are Pincher Creek and Cardston, Alberta, each about thirty-five miles away. Good roads make the park easy of access by car or bus. Its many attractions for vacationists, no less than its unique beauty, make Waterton worthy of a wider popularity than it has hitherto achieved.

Waterton, a charming little town, situated on a flat by the lake, is well endowed as a holiday resort. Bathing, boating and fishing may be enjoyed to the full. There is an excellent 18-hole golf course and splendid facilities are afforded for tennis, dancing, hiking, climbing, riding and other pleasurable activities. Good roads through the park invite the tourist on many delightful trips.



PINE LAKE

is 100 miles from Calgary. It is reached by the Edmonton Trail—turning off at Innisfail or Penhold. It may also be reached through Elnora—Consult map on Pages 20-21.

SYLVAN LAKE

is 113 miles from Calgary and is reached by the Calgary-Edmonton Highway, turning off just north of Red Deer.

Centre photo is a view of South end, Pine Lake, taken from Sandy Cove Hotel.

Bottom photo, Sylvan Lake

WATERTON

is 181 miles from Calgary, via Macleod. It can be included in the "Circle Tour" by turning off the Blairmore-Macleod road at Pincher. See map, Page 9.

Wild life is abundant, including bear, deer, elk, Rocky Mountain sheep and goat, porcupine and beaver.

Photo on this page is of Waterton Lakes.—By Dominion Gov't Parks Dept.

Jasper Town is now within easy driving distance from Calgary, via the new highway.

The Columbia Ice-field is the largest body of ice south of the Arctic Circle. It is estimated to be 2,000 feet thick at its deepest, and covers an area of approximately 150 square miles.

The old fur brigades from the west of the Rockies and from the prairies used to follow a route that led through Jasper Park. This route is marked by a sign "Trail to Athabasca Pass and the Committee's Punch-bowl."

Photos on this page show the Columbia ice-field and fishing in Maligne Lake.
—Courtesy of Canadian Travel Bureau.

Ask at the Herald Bureau offices for the Dominion Government booklet, "The Banff-Jasper Highway."

Jasper Park

World-famous for its scenic beauty and fishing possibilities, Jasper National Park is the largest of the Dominion Reservations. Nearby is the big game country of the Brazeau Forest Reserve, a district teeming with big horn sheep, Rocky Mountain goat, elk, moose, mule deer and black and grizzly bear.

Larger in area than many small countries, Jasper National Park contains 4200 square miles of mountains, broad valleys and lakes, and the tourist or vacationist finds his stay all too short for the variety of interests that engage his attention.

Until this year the motorist from the south was able to enjoy the wonders of Jasper Park only by driving hundreds of miles—and was forced to return by the same circuitous route. The new Banff-Jasper highway has shortened driving time by many hours and many miles, and has opened new beauties in an untravelled country. Except by pack train and saddle pony there was no pathway from Banff Park to Jasper Park until this year. It is expected that the greater number of tourists who visit Alberta this summer will travel this new park route along the Rockies.

Snow Dome in Jasper Park is literally the roof of the continent, for here meets the watershed of the Atlantic, Pacific and the Arctic Oceans and from here run tributaries to the Saskatchewan, the Columbia and the Athabasca rivers. The Columbia Ice Fields and glacier tongues are so near to the highway that the tourist can reach them from his parked car. Also near the highway is Bow Lake, the source of the Bow River, which is fed by Bow Glacier. At one point Mount Wilson, with its series of vertical cliffs—some reaching 2000 feet above the road extends for almost ten miles. At another point the highway ascends over 1000 feet by flat switchbacks on Mount Athabasca. The old pack trail rose so abruptly at this point that horses had difficulty making the climb.



Tour Within Alberta

The new pathway through the two most famous of Canada's park opens a new circle tour within Alberta which takes the tourist through the famous resorts of the Canadian Rockies and Alberta's two largest cities. Starting at Calgary the first lap of the tour follows the Bow Valley through the rolling foothill ranch country to the mountain resorts of Banff and Lake Louise. At a point near Lake Louise the new road to Jasper follows lengthwise through the Rockies in scenes of unparalleled beauty mid awesome peaks. Nearly a decade was needed to hew this road through the barriers of forest and rock. It was built solely for the tourist and vacationist. At Jasper town it again connects with a long-established road to Edmonton, Alberta's capital city. From Edmonton to Calgary, 200 miles of Alberta's main highway leads through Alberta's richest agricultural districts where the foothills skirt the prairies. To the east of the road is the "wheat bin" of Western Canada. To the west is ranchland, the dairy farms and the game country.





A section of Vancouver's skyline from the waterfront. Marine Building in the foreground.
—Photo courtesy Vancouver Tourist Association.

Vancouver Harbor has 98 miles of water frontage; 48.78 square miles of deep-sea anchorage.

47 deep-sea steamship lines make Vancouver a regular port of call.

Six excellent bathing beaches, English Bay, Kitsilano, Jericho, Spanish Banks, Second and Third Beaches.

Most of Vancouver's fourteen golf courses are open to visitors without introduction.

Well served by transportation of all kinds—several railroads, motor stage networks, regular air services, and steamship lines, Vancouver is singularly easy of access and an ideal tourist centre.

VANCOUVER

Canada's great Pacific port—destined to become one of the most important cities in the world.

Looking out to the Pacific Vancouver is Canada's link with the Orient. In the last half century it has grown from a sleepy little lumbering centre into one of the continent's greatest ports and is now Canada's third largest city. Goods of every nation in the world pass through its harbor. Vancouver in the past few years has been the chief outlet for prairie grain and has a storage capacity of almost 18,000,000 bushels. It is one of the main manufacturing centres of the Pacific coast, and many large industrial corporations have headquarters here. Vancouver enjoys the distinction of having the best average temperature of any city in Canada. If not of more importance, at least of more

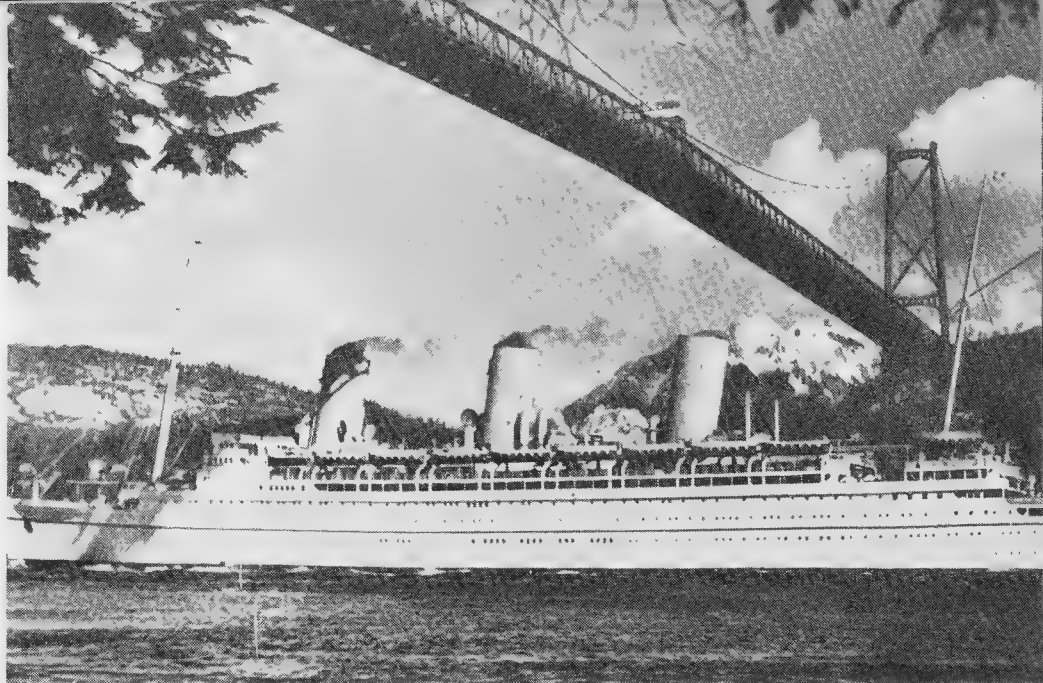
interest than commercial Vancouver, is Vancouver as a holiday resort. Increasing thousands of prairie vacationists holiday at the Coast each year. From the busy little tugboats to the stately Empress liners, shipping and navigation hold a peculiar fascination for the prairie visitor. The waterfront, Japtown, Chinatown and the innumerable curio and antique shops lend mystery and enchantment. Large stores and smart shops offer an endless parade of fashionable merchandise. Well-appointed cafes, cabarets and hotels tend to the visitor's material comfort and enjoyment. Every day and every evening open new avenues to entertainment in "Canada's Evergreen Playground."

Leaving Vancouver by the Georgia Street Viaduct, via Kingsway, the City of New Westminster is 12 miles by road.

Until the two were merged in 1866 and Victoria became the seat of government, Vancouver Island and the Mainland were separate Crown Colonies, with Victoria and New Westminster for their respective capitals. Incorporated in 1860, New Westminster has grown steadily in industrial importance. Its site is admirable, on a sunny slope, with a splendid view of the broad, brown flood of the Fraser. The road through Abbotsford and Chilliwack for many miles traverses the smiling acres of the Fraser Valley and scenes delightfully pastoral. Prosperous farms, mechanized and smartly modern, handsome dairy herds, great flocks of grazing sheep, and the whole variegated patchwork of closely cultivated fields, combine to make a picture which finds its only duplicate in the richest of the English shires. Or there is another route over a splendid road to Coquitlam and Mission, where one crosses by bridge to Abbotsford; or on to Harrison Hot Springs, crossing by ferry to Rosedale.

On the right is seen the R.M.S. Empress of Japan, outbound to the Orient through the First Narrows of Vancouver's spacious harbor and passing beneath the new \$6,000,000 Lion's Gate Bridge, which connects Stanley Park with the North Shore.

—Photo courtesy Vancouver Tourist Association.



The Hub of Canada's Coast Resorts

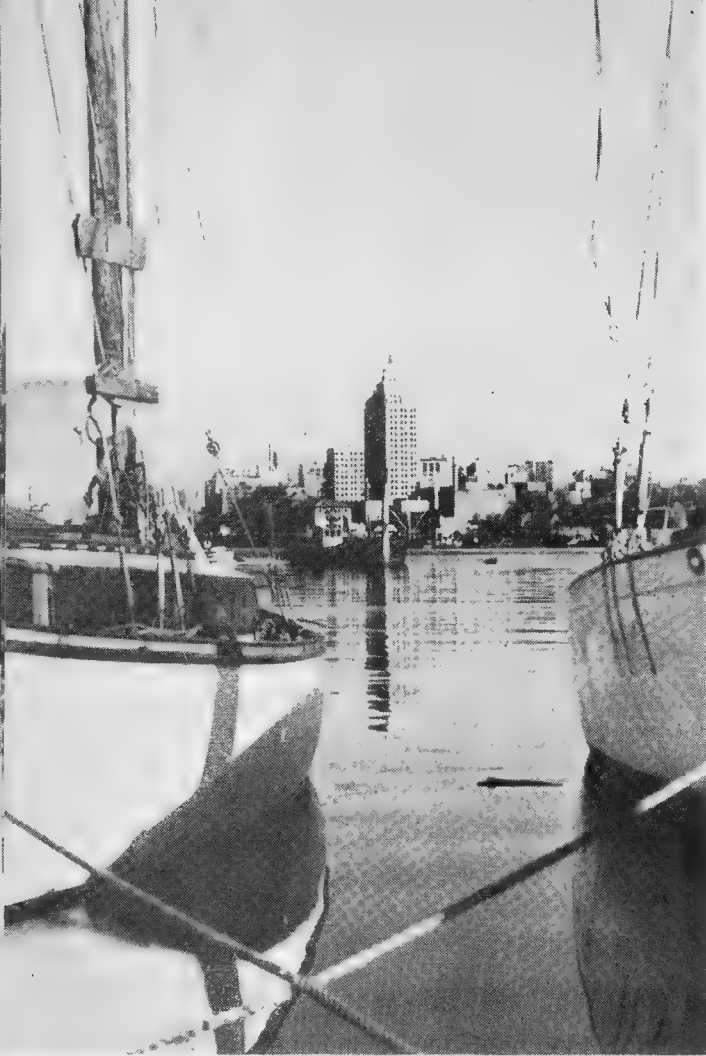
Vancouver has all the life and movement of a great city with the tang of the seaport in its wharves and the impress of the Orient on many of its colorful quarters. It is free on all sides. The open sea in front, the mountains rising behind give it a unique setting.

No matter what the season, Vancouver is always a city of commanding beauty. Situated in the heart of Canada's great evergreen playground, this romantic city of the Pacific opens to the visitor an empire of ever-changing scenery. Here you may enjoy a vacation timed and tuned to your exact liking. Cruise through land-locked waterways, bordered by towering, forest-clad mountains; motor over smooth winding highways through scenery of majestic grandeur; experience the thrill of mountain climbing up rugged, snow-capped peaks which reveal panoramas of unbelievable beauty; fish in a dozen mountain streams, all these enjoyments are at the door of the city, easily

and quickly reached. Or, if you wish to go a little farther afield, a short trip northward brings the big game hunter to an unequalled paradise of unshot wilderness.

For the golfer, too, Vancouver has everything to offer. Within the bounds of the city are fourteen excellent courses, open and played upon nearly all the year 'round—and declared by professionals to be among the finest on the continent, while numerous tennis clubs, sporting grounds and unrivalled city parks lure the sportsman to try his skill at his favorite game.

Vancouver is one of the healthiest cities in America. Its climate, geographical position and modernity combine to make it so, while numerous sandy beaches with magnificent sea bathing contribute in full measure to the health and enjoyment of citizen and visitor alike.



Stanley Park

This thousand acres of primeval forest and natural beauty, an immense playground by itself, is a constant source of pleasure to both natives and visitors. Century-old cedars and giant firs border the excellent driveways which encircle and interest the park. At its extremity are the lighthouse and coast-guard stations, overlooking The Narrows through which ships great and small ply from Vancouver to ports near and far. An excellent view may be obtained of the north shore and "The Lions."

A new suspension bridge has been erected across The Narrows. It has the largest single span in the world. 450 feet long and 210 feet above the roaring waters, the Capilano Canyon suspension bridge gives the visitor a real thrill.

The wide grassy fields, the swings and teeters of playgrounds, the zoo, the beaches and swimming pools that are all part of Stanley Park, make it a veritable paradise for children. Tennis courts, putting greens and other facilities for sports add to its appeal for less juvenile visitors.

Land Trips and Sea Cruises

There is no lack of beautiful and interesting places to visit in and around Vancouver. Perhaps the visitor's first idea is to gain some comprehension of the city's extent and salient features. Several short bus trips are offered that meet this need. Longer jaunts may be taken into the surrounding country. One of the most attractive is the all-expense tour to Harrison Hot Springs which includes rooms at the hotel, meals and an enjoyable stay at this famous spa.

A forty-five minutes' drive over an excellent mountain highway takes the visitor to the top of Grouse Mountain, overlooking Vancouver from 4,000 feet elevation.

The longer cruises include Alaska, the West Coast, Stewart, Prince Rupert, Bella Coola, River's Inlet and Bute Inlet. Short excursions take one to Indian River Park, Bowen Island and Savary Island. Few holidays are so short that they cannot include one of these delightful cruises.

Holiday cruises along the Pacific Coast of Canada have been little affected by wartime regulations. In the protected waters of the Straits of Georgia are many short cruises well within the time limit of the vacationist. Regular sailings are maintained at frequent intervals throughout the holiday season. Cruises range from a single day to two weeks' sailing time.

From Vancouver sailing schedules include Europe, California, South Africa, Central and South America, the Orient, the Atlantic Coast, Australia, New Zealand, Hawaii and the Fiji Islands.

Sailing destinations and schedules have been altered somewhat during the present war, but Vancouver remains one of the Pacific's busiest ports.

The view on this page was taken at the Royal Vancouver Yacht Club's moorings in Burrard Inlet, and shows Vancouver's Harbor.—Photo by courtesy of Vancouver Tourist Association.

Vancouver has one of the largest and busiest airports on the Pacific Coast.

Victoria is situated on the southern tip of Vancouver Island, a warmly attractive city of beautiful homes and gardens.

Victoria's average temperature is 50.2 degrees (based on the past five years), with a high of 87 and a low of 22. The average sunshine is six hours a day the year round, and there has been only 27 inches of rainfall for an average of the past 28 years. Victoria possesses an unequalled temperate climate.

The Parliament Buildings and Inner Harbor are pictured here.

Photo—B.C. Bureau of Provincial Information.

Aside from their present claims to importance, Victoria and Vancouver Island have an historical background which dates back many years before Canada was formed.

The statue on the top of the dome on the Parliament Buildings in Victoria is of Captain George Vancouver, of the British Navy, who was sent out by the British Government in 1792 to take over Vancouver Island from the Spaniards, and who was the first man to circumnavigate it.

Fort Victoria, founded in 1842 by the Hudson Bay Co., was first called Camosack, or Camosun, then Albert, and finally Victoria in honor of Queen Victoria, the reigning monarch.

The first land boom in Victoria was in 1858, when due to the discovery of gold in the Cariboo, the population of the little city rose in one week from 450 to 20,000, and building lots increased in consequence from \$25 to \$3,000 in 7 days. Victoria was incorporated as a city in 1862.



VICTORIA

Capital City of British Columbia, has an individual attraction for tourists that brings many thousands yearly to "The Island."

12,408 square miles of diversified attractions, beautiful Vancouver Island is just a few hours by boat from Vancouver. Victoria, British Columbia's picturesque capital, is located at the southern extremity of the island.

"Like a transplanted corner of England!" visitors exclaim, and certainly it has an unmistakable Old World charm. Victoria is one of the Dominion's most beautiful cities with its colorful flowers, expansive lawns, luxuriant foliage. The Butchart Sunken Gardens, open to the public through the generosity of Mr. and Mrs. R. P. Butchart, are famous for their beauty. Victoria possesses an unequalled temperate climate. It is probably the only city in Canada where golf can be played all year round.

Delightful for its beauty and climate alone, Victoria provides ample facilities for every vacation sport and recreation. Bathing, boating, fishing, golf, tennis and other diversions may be enjoyed to the full.

Over a thousand miles of good auto roads radiate over Vancouver Island from the capital to a host of resorts and beauty spots.

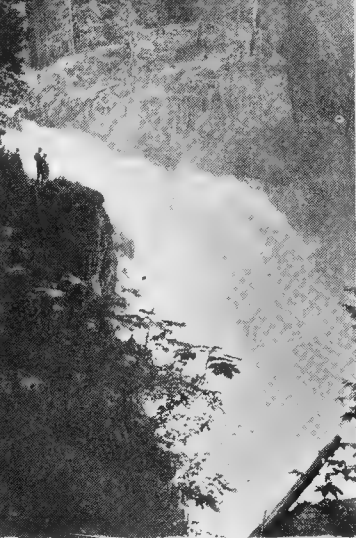
While Victoria averages but 63 feet above sea level other parts of the Island rise above sea level thousands of feet.

Visit the Parliament Buildings and see the Connaught Library, Natural History Museum, Mineral Exhibits, Archives, and Old Drill Hall. In these are specimens of Indian work, also original charts of the discoverers of Vancouver Island and other parts of the Pacific Coast. Also to Beacon Hill, the chief city park; it is 154 acres in extent. Wonderful seascapes and views of the eternally snowclad Olympics are obtained from here. See the Nursery Gardens, Goodacre Lake, the Rose Gardens, the Royal Swans, Chinese Bell, Bowling Green, Cricket Fields and Ursus Kermodei, the one and only white bear. Visit the Topiary Gardens on Belleville Street. These are pronounced to be unequalled on this continent.

The all-glass Crystal Garden, housing a 150-foot warm seawater swimming tank, concert auditoriums, gymnasiums, palm gardens and badminton courts is another spot you must not miss.

Also another one for your list is Mount Douglas Park, a seaside forest play ground, and Mount Tolmie Park, from which some of the finest views around the city are obtained.

The Dominion Government Astrophysical Observatory, six miles from the city, contains the second largest telescope of its kind in the world.



Sir Francis Drake, famous English Admiral, claimed Vancouver Island for the British in 1579, under the name of New Albion.

Pictures show:
Left: Elk Falls.
Right: Cruikshank Canyon.
Photos B.C. Bureau of Provincial Information.
Centre photo by the C.P.R. was taken at Alert Bay, B.C.

Vancouver Island

The Island Highway, which has won the praise of tourists from all parts, follows the eastern coastline through Duncan and the important mining town of Nanaimo, then to the delightful resort of Nanoose Bay, a lovely spot with fine stretches of sandy beach. From Parksville a detour may be taken to austere beautiful Cameron Lake and Alberni. Qualicum Beach, one of the most popular of the up-island resorts, presents a long crescent of fine sandy beach. The Forbidden Plateau, an immense holiday mountain playground (4,000 feet above sea level) is easily reached by automobile or public bus from Victoria or Nanaimo. Alpine flowers are plentiful in July and August. The waters of Della Falls on Vancouver Island drop 2,000 feet to the river below. Most people who have not

visited the Island do not suspect that hundreds of little mountain lakes dot the Island. They are unaware that the diversified holiday fields offered in this vacation land include trail riding and mountain scenery.

On through the pleasant village of Union Bay and the brisk little town of Courtenay, which offers access by a motor road and excellent trails to the Forbidden Plateau, the Island Highway hugs the coast to Campbell River, notable among anglers as the home of the Tyee salmon. Salmon, bass and many kinds of trout provide excellent sport on the island. In season sportsmen can enjoy deer stalking, grouse, duck and pheasant shooting; cougar and black bear hunting. The smaller islands between Vancouver Island and the mainland also offer abundant facilities for an enjoyable vacation.

Capt. James Cook, of the British Navy, visited Nootka on the West Coast of Vancouver Island while sailing around the world in 1778.

Vancouver Island was created a Crown Colony in 1849.

In 1866 the island united with the Colony of British Columbia, formed on the mainland, with Victoria as the capital, and in 1871 the English Colony entered the Confederation of the Dominion of Canada.

Alaska

By Way of "The Inside Passage"—No water journey in America excels in scenery and thrills the cruise to Alaska.

Embarking at Vancouver or Victoria on this comfort voyage through the "Inside Passage" you visit such points of interest as Powell River and Ocean Falls with their huge paper mills and the quaint totem pole village at Alert Bay, with salmon and halibut canneries. There is a dazzling panorama of changing scenery in these almost land-locked waters. Fjord-indented mountains

with grand trees and glistening snow—frontier towns, gold mines, salmon runs, weird totem poles, tremendous flowers, old Russian and Indian land marks. Wrangel, the colorful giant Taku Glacier; Juneau, and the spectacular fjord of the Lynn Canal, Skagway—every stage of the voyage is infused with color and romance. Inland trips, filled with beauty and rich in memories of the "Gold Rush" days.

Two magnificent and accessible peaks, paved roads, reached over Mt. Rainier, 14,408 feet, 90 miles from Seattle.
Mt. Baker, 10,750 feet, 150 miles from Seattle.

At right: View of Seattle.
Mt. Rainier in the distance.
Photo by Seattle Chamber of Commerce.

Olympic Peninsula, magnificent, primeval, 350 miles return trip from Seattle.

Alaskan Way drive, with the fascination of world-wide shipping and waterfront life.

Spokane Falls, in the heart of the city, develops more water power than Niagara.
More than one-fourth of the nation's finest apples are grown in the Spokane Valley.

Washington

Coast and mountain, fertile plain and smiling valley, here is a land that runs the gamut of scenic beauty. A splendid highway system unfolds that loveliness in a way that is a delight to the auto-tourist. Washington's cities and resorts invite the vacationist with many attractions. Two of the continent's most magnificent and accessible peaks. Mount Rainier and Mount Baker, are within its boundaries and all the diversions of coast and country may be enjoyed in full measure. Many parts of the country provide good fishing and hunting.

Idaho

One of the favorite stopping places of tourists on their way south or to the Pacific Coast is Sandpoint. Situated on lovely Lake Pend Oreille at an altitude of 2,096 feet, Sandpoint is a beautiful city with many attractions for the visitor. Its chief industry is lumbering, much of the lumber supply of the Pacific Northwest coming from forests in and around this district.

American Money

A Canadian visitor to the United States is permitted to carry across the border up to \$100 in American funds. This should be purchased prior to leaving for the States at a Canadian chartered bank, at the exchange rate set by the Dominion government, of 11%. The current rate of exchange is much higher and Canadians who neglect this detail will find their Canadian money discounted at a much higher rate in the U.S. For more complete details enquire at your own bank or at the Herald Travel Bureau.



Seattle

Seattle is the largest city in the northwest part of this continent and combines the attraction for the holidayer of a large city and a seaport. The metropolitan area houses some 500,000 residents in about seventy square miles. The city contains two fresh water lakes and 193 miles of waterfront. Eight fresh water beaches and three salt water beaches are operated by the city. Fifteen public golf courses and eighty-eight free public tennis courts are in the park areas. Seattle is the "jumping-off" point for Alaska and people from the far north are regular visitors in this big city. Seattle is important industrially . . . it is a large and busy port . . . it is the focal point of a vacation field that abounds with interest, and it is a mercantile centre that attracts shoppers from points hundreds of miles distant. Seattle has 324 hotels with 22,500 rooms. Whether interested in mere sight-seeing . . . in gay night life, or in active sports . . . Seattle has much that appeals to visitors.

Spokane

Spokane, the largest city between Minneapolis and the Pacific Coast, lies midway between the Rocky Mountains and the Cascades. A modern municipality of 140,000 inhabitants, Spokane is the hub of a vast Inland Empire of more than 100,000 square miles, embracing eastern Washington, northeastern Oregon, northern Idaho, western Montana and southern British Columbia, a region marvellously rich in the great variety of its natural resources. Including the suburban and industrial district, rapidly developing beyond its corporate limits, greater Spokane's population today is 160,000. Set down in the midst of forested mountains, rivers, lakes, orchards and fertile fields of grain, Spokane is healthful in location, beautiful in architecture, metropolitan in appointments. The Spokane River, changing into a veritable mountain torrent as it tumbles over the cataracts of Spokane Falls, flows through the heart of the city's business section.



Entry Points from Alberta

The boundary between Canada and the United States can be crossed at many points from Alberta and British Columbia. Carway offers an exit south via Macleod and Cardston, although a more attractive route is via Waterton Lakes Park to Babb and the Chief Mountain Highway.

From the Windermere and Cranbrook via Kingsgate, and from the Kootenay Valley via Creston and Porthill the south roads converge on Bonners' Ferry and proceed through Sandpoint to Spokane. The road to the boundary from Nelson runs about due south to Spokane via Nelway, although most tourists when in that neighborhood prefer to follow the Kootenay and Columbia to Trail and cross from there. Farther west the Okanagan Valley Highway crosses at Osoyoos to join U.S. Highway No. 97 to Wenatchee, Washington. From Wenatchee, U.S. 10 runs west to Seattle.

Border Rules

For the Canadian citizen who plans a visit this year it is well to know the customs regulations governing what Canadian citizens may take into the States. The Canadian citizen visiting the U.S. may take in the following:

Wearing apparel and articles of personal adornment, toilet articles and similar personal effects. Fifty cigars or 300 cigarettes or three pounds of tobacco. One quart (32 ounces) of alcoholic liquor, wine or beer. Total must not exceed 32 ounces. Motor cars may be kept in the U.S.A. by a Canadian citizen for their personal use for six months without posting a bond. If any extension of time is required the party should get in touch with the nearest customs and immigration officers prior to the lapse of time legally allowed.

Oregon

Oregon is a new vacation world, natural, unspoiled and easy to reach. Its magnificent system of paved and macadamized highways, part of the nation's network, has made vast and varied recreational sections easily accessible which a few years ago could only be reached by wagon road and pack train.

Oregon's streams still abound in salmon, gamey trout and other fish; her woods and fields with game. You may explore and enjoy many of the same vast stands of timber through which trod the fur trapper and the pioneer.

To the hunter, Oregon offers a wide range of attraction. Deer, both Columbian blacktail and the larger Mule deer, abound in the state. Elk are to be had in sections of Eastern and North-eastern Oregon. Chinese pheasants are thick in both Eastern and Western sections of the state. Duck and goose hunters find some of the best shooting to be had anywhere.

Montana

In tradition Montana is linked through the days of the old west with Alberta. Before the days of the international border, Montana had Hudson's Bay trading forts, "freighters" and stage coaches operated south from Macleod.

Now our nearest neighbor to the south shares much of Alberta's resources in tourist attractions and in industrial activity. Yellowstone and Glacier parks are almost as well known to Albertans as our own parks, and Butte, Helena, Missoula and Great Falls are familiar names. Montana offers pleasant holidays within easy driving distance.

Picture on this page—
"Blossom Time" in Oregon."
Photo by Oregon State Highway Dept.

Hell's Canyon, reached from Baker or Wallowa Lake, is 1,000 feet deeper than the Grand Canyon of the Colorado.

The Columbia River Highway, which clings to the state boundary from Astoria through Portland and Hood River, passes the gigantic dam at Bonneville, 42 miles east of Portland.

Each year in June Portland holds its Rose Festival.

Every September brings that revival of the Old West—The Pendleton Round-Up.

To the South-West States

Grand Coulee Dam, 92 miles west of Spokane, is four times the length of Boulder Dam, and in bulk will be four times as large as the Great Pyramid of Egypt. A four-block wide spillway will create a fall twice the height of Niagara. The power developed will be about equal to that now developed by Niagara. The Dam will provide irrigation for some 1,200,000 acres of new land, which it is expected will support 30,000 families. This land settlement will commence about 1944. Public observatories and grandstands equipped with loudspeakers allow visitors to observe and learn about construction activities.

American visitors to Canada, due to the difference in exchange rates, receive every 10th day of their holidays free.

The Canadian motorist finds a new delight in speeding along the broad paved highways that link large city to large city on the Pacific coast "below the line." Side trips lead to dense forests and national parks . . . to gigantic dams and giant bridges . . . to sandy beaches . . . to desserts and to ghost towns . . . through canyons and over mountains.

The main highways of Montana, Idaho and Washington are well known . . . because they are crossed by the well travelled motor road to Vancouver from the Canadian prairies.

Almost as well known is Oregon state. Here is the famous 400-mile coast highway, a marine drive that is unexcelled . . . here are the giant redwoods, the world's tallest trees. The picturesque resorts, Oregon and Portland, are the goals of many vacationists.

The highway south along the coast invites to new interests. Oregon Caves . . . Crater Lake . . . at Mt. Lassen, is a still-active volcano . . . Grant's Pass . . . Sacramento . . . Reno of divorce fame . . . the trail of '49, which followed the gold discovery of John Marshall

in 1848 . . . Oakland . . . San Francisco . . . and here the motorist must pause at Treasure Island before continuing southward.

Paths lead in all directions . . . Yosemite Park . . . San Jose . . . Fresno . . . Santa Barbara . . . through old Spanish towns and past ancient missions . . . to Los Angeles . . . to Hollywood . . . to Long Beach . . . to Santa Monica—cities that everyone plans to visit sometime—here one finds glamour and amusements of all descriptions.

Again paths branch in many ways . . . to San Diego, Tia Juana and Agua Caliente . . . or through Arizona and New Mexico.

Connecting highways lead to the awe-inspiring Grand Canyon . . . the famous Boulder Dam . . . Carlsbad Caverns . . . Petrified Forest . . . mysterious ruins of old pueblos and strange cliff dwellings of ancient races . . . and the last frontier cities in the pioneer West . . . Phoenix . . . Tombstone . . . Tuscan and El Paso.

Many alternative routes back to the north provide new fascinations that will be long remembered.

San Francisco Exposition

On Treasure Island San Francisco's "World's Fair" offers four hundred acres of sparkling exhibits and entertainment features. Here four million California flowers lend riotous color to the festive surroundings.

Customs, crafts, exotic arts and foods of far-away lands vie for interest with a parade of 450 years of American history, with American arts and American science, and with industrial ex-

hibits. Side attractions on gigantic scale give a real "fair" atmosphere.

San Francisco vicinity in its own right has many tourist show places . . . colorful and mysterious Chinatown after dark . . . the Golden Gate . . . at Berkeley, the University . . . the old waterfront . . . the huge Pan-American clippers . . . and buildings and monuments dating into the 18th century.

Purchases In "The States"

Returning from the United States exemptions will be granted on goods valued up to \$100, provided they comply with the following qualifications:

No exemption will be granted within four months of any previous exemption. Returning residents must be absent for a period of at least 48 hours.

Under no circumstances will free entry be granted where it can be shown such goods are for commercial use or purchased as an accommodation for outside parties.

Radios, tires and other automobile accessories must not be installed in passenger car of returning resident. Otherwise they are subject to duty and taxes.

All merchandise granted exemption must classify as baggage, that is, must be a commodity that could be transported as baggage; for example, a small mantel or table radio would classify as baggage, whereas a cabinet model would not.

(For further particulars enquire at Herald Travel Bureau.)



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